

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXV, No. 6

NEW YORK, NOVEMBER 8, 1923

10c A COPY



B. A. L. 1923 (10)  
N. W. Ayer & Son  
UNIVERS

## *The Business of Living*

THE average person usually associates life insurance with the subject of death. Small wonder, for that is the basis on which life insurance has always been sold.

But the officials of the Phoenix Mutual Life Insurance Company, of Hartford, Conn., have a new and splendid viewpoint of their business. It is that they are purveyors of life.

And so the Phoenix Mutual representative comes not merely as a salesman with a contract, binding Phoenix Mutual to pay somebody something when someone dies. He is a trained insurance specialist and business man who is able to show how insurance as a double purpose investment can best be fitted into each individual's affairs. He is a dispeller of clouds and shadows. He throws wide the doors to immediate happiness and security.

When we considered ways to extend the acquaintance of the Phoenix Mutual Life Insurance Company, we decided that the finest thing we could do for this company would be to tell the public, through advertising, about life insurance as a life issue and Phoenix representatives as business counselors.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# Announcement !

## Combination Rate

Enabling National Advertisers to Plan  
1924 Farm Campaigns at *Lower Costs*

*Effective January 1, 1924*

Special Combination Rates to All Advertisers  
using the

### STANDARD FARM PAPER UNIT

National Influence—Local Prestige.

A National Medium.

A.B.C. Circulation 1,250,000

The Prairie Farmer	Wallaces' Farmer
The Farmer, St. Paul	The Nebraska Farmer
Hoard's Dairyman	Breeder's Gazette
The Progressive Farmer	Pacific Rural Press
Wisconsin Agriculturist	American' Agriculturist

ONE ORDER    ONE PLATE    ONE BILL

Applying on Black and White Copy Only in Space of  
Full, Half and Quarter Pages

	<i>New Combination Rate</i>	<i>Saving</i>
Full Page . . . . .	\$5600	\$451.56
Half Page . . . . .	2850	175.78
Quarter Page . . . . .	1450	62.89

(Based on a Standardized Page of 728 Lines)

Many National Advertisers Have Long Awaited  
This Opportunity to Buy *Selected, Proven*  
Quality Farm Circulation at a *Quantity Rate*

Full Particulars on Request

PHONE OR WRITE

Harrison 7936  
STANDARD FARM PAPERS, Inc.  
Wallace C. Richardson Gen. Mgr.  
Transportation Bldg.  
Chicago, Ill.



Madison Sq. 6858  
WALLACE C. RICHARDSON, Inc.  
95 Madison Avenue  
New York City



# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXV

NEW YORK, NOVEMBER 8, 1923

No. 6

## Winning Back Customers Lost by the Credit Department

Salesmen Who Teach Customers How to Keep Their Accounts in Balance Wield a Powerful Lever in Making More Sales

By Ed Wolff

Manager of Sales and Advertising, David Adler & Sons Company

ONE function of every credit department is to keep customers for the house. As a prominent credit manager puts it: "When we keep a customer's account paid up he can buy more; and when he buys more he is a better customer." Yet it does happen that at times the credit department finds it necessary to take steps which may close an account because of habitual and growing laxity as to payments. When that happens acute salesmen can sometimes win back such buyers on a basis even more acceptable than their previous best record.

On his return from a trip a salesman for a clothing manufacturer was called into the credit office. "Jack," said the credit man, "we've reached the limit with Hoskins. When you first sold him he discounted. Then he let his bills run overdue. For the past two seasons his remittances have been infrequent and small. We simply cannot lap seasons that way. Of late he has even refused to answer our letters. Finally we have been forced to tell him that we cannot ship him any more goods, and that unless we receive a check by the fifteenth we shall have to put his account into the hands of an attorney."

The usual argument followed, with the usual result. However, that salesman, being resourceful,

was not discouraged. He asked that the account be kept from the attorney until he had had time to see the delinquent in person. This request was granted.

On making the call, he was met by a decidedly sarcastic and cold buyer. He said: "All right, George. If you feel that way about it, we won't argue. But there are some new developments in clothing this season that you ought to know about. I'm in town now, my trunks are unpacked, and for old-time's sake I am willing to go through the line with you and show you the new departures. It won't hurt you to keep abreast of the times and it won't hurt me to show you through. Then we can have lunch together, like we used to, wind up with a cigar, and we can each go about our business. What say?"

It would be a churl who would decline such an invitation from an old business friend. The buyer went to the sample room, and within thirty minutes he had been so firmly resold on that line of clothes that his mouth began to water for them.

The salesman, a veteran and a thinker, realized that to save the buyer's face he would have to invent some way for the customer to buy without seeming to repudiate his firmly announced decision. So he began on another tack.

"George," he said, "you're a

good enough business man to realize that it is to your interest to make your discounts and keep your debts paid up. You are a good enough business man to be able to pay your debts if things break even half right for you. I imagine you've run into a streak of hard luck lately. Tell me all about it. Maybe I can help you solve the problem."

The buyer opened up. Here was a chance to unload his troubles, and few men can resist an opportunity to do that. His was the common story of "conditions" and "darn fool farmers" and "cut-throat competition." When he had emptied his soul, and acquitted himself of all fault for the questionable situation of his affairs, the salesman spoke.

"I can see the difficulty," he said. "But now, George, look here. You tell me you haven't so many customers as formerly. Therefore you must have more time at your disposal. Also your collections aren't coming in as they should. Well, why not spend some of that spare time in going out yourself to collect?"

"Not only that, but when you've gotten these slow-paying boys to liquidate what they owe you, or a good part of it, you can sell them some more clothes with perfect safety. That will give you more cash and more sales. Repeat that in enough cases and you will be able to pay some of your old bills and freshen up your stock with new goods, and that will boost sales, too. I like you, George. I can spare a day to do you a good turn. Come on. We're going to hire a buggy and visit some of these slow-paying customers of yours."

By noon of the next day the two had collected enough money, and sold enough new orders from samples that they carried with them, to assure the dealer that the plan was feasible. The salesman left town with a sizable order, and was able not only to send his house a letter satisfactorily outlining the merchant's plans, but to accompany it with a comfortable check as well. During the re-

mainder of his trip he kept in touch with George by mail, with the result that when he got back to the home office the account was in a healthier and more hopeful condition.

The salesman for a furniture maker was surprised one day by the buyer for one of his best accounts flaunting a letter, signed by the house's credit manager, outlining the dealer's slow payments and suggesting that he cut down his purchases until he had cleaned up a reasonable share of his indebtedness, already growing more or less mouldy. "I'll cut 'em down," he raged; "you bet I'll cut 'em down. I'll cut 'em down to nothing. You're through here—before you start."

Right there many a salesman would have attempted to soothe the buyer by siding against his house. Not this master diplomat. "Now, just a minute, Billy," he said. "You've told me my house's side of the story. But how about your side of it? If they've got a wrong slant on your concern, you certainly don't want to let a false impression get abroad about you. In justice to your firm you ought to let my people know the facts as you see them. Now, you tell me the story from your angle, and then when I get home I will be in a position to give them the truth, don't you see? Come on; let's go into your office and sit down."

The buyer, proving his case with correspondence from his files, gushed forth a tale of black iniquity and deliberate persecution. The salesman sat silent until the verbal torrent had trickled down to a rill. Then he said: "Well, you see, I didn't know that. I'll bet my house didn't know that. Before I go to bed tonight they'll have a letter addressed to them telling them what I've learned from you today. But there's one point, Billy, that you seem to have overlooked," and he led the discussion into the excessive amount of overdue installment payments uncollected by the dealer. He showed how this practice was really making the retailer a banker for his customers, how



**T**HE Christian Herald is doing the broadest inspirational work ever undertaken in the history of magazine publishing.

It is helping to build—

**Better Communities**

**Happier Homes**

**Cleaner Politics**

**More Enthusiastic Church Attendance**

**More Helpful Sermons**

**Higher Business Standards**

**Finer Ideals**

**MORE CONSTRUCTIVE CHRISTIAN CITIZENSHIP**

Its pages are not alone read—they are  
**LIVED**

---

*A magazine doing so much for its readers  
offers sound value to national advertisers*

**The Christian Herald**

GRAHAM PATTERSON, *Publisher*

**BIBLE HOUSE, NEW YORK**

loss of discounts incurred higher costs, and how the final result was to turn desirable trade into the hands of competitors across the street. Before the conversation was finished the buyer had promised to amend his way as to collections, had admitted the fairness of the attitude of the salesman's house, and agreed to place an order, smaller than usual, but in keeping with his financial condition.

Peters & Anderson, in an excellent location in the heart of one of our busiest cities, retail women's ready-to-wear, a highly seasonable product. They were buying from an acknowledged leader in the industry. But instead of meeting their bills promptly they were getting into the habit of paying on account at the end of each month. This was contrary to the terms of sale; and as the manufacturer enjoyed a growing trade among prompt-paying houses, the credit department one day wrote Peters & Anderson that thereafter they would expect checks in full on the stipulated dates. This to an old-established retail concern that had grown up with its town!

On the wholesale salesman's next visit, after Peters, the buyer, had regained enough self-control to expound in detail his opinion of the manufacturer who would do such a thing, the traveling man elicited the fact that this retail concern prided itself on the fact that it had never used a bank except as a depository. "We never owed a dollar and we never intend to," shrilled Peters. The salesman didn't argue. Instead, he went to Peters' banker, and in person explained the situation. By dint of a little persuasion he induced the banker to visit Peters with him, and within half an hour the retail partners were learning, to their intense surprise, that a bank actually respects business houses that borrow. They discovered that bankers like their depositors to pay all bills promptly, and had it demonstrated to their satisfaction that it is cheaper to borrow money at 7 per cent per

annum than to lose discounts of 8 per cent in ten days. That store is now the salesman's star account.

A growing number of manufacturers have attached to their credit department at least one adjuster, whose duty it is to visit weakening accounts, for the purpose of pointing out the road to better management. They are coming to believe that it is better to save an old account than to try to replace it with a new one. Get the new ones, yes; but save the old ones, too. Where salesmen can handle such situations not only does the house save the adjuster's salary, but the customer so served thereafter looks on the salesman who helped him as a sage counselor and friend. And the orders flow toward those in whom we confide as water flows to the sea.

Not all salesmen are equipped to handle cases such as these when they arise, but it is not always the fault of the traveling men. Too often it is found that the credit department believes that the sole function of salesmen is to sell. Some credit managers prefer not to be bothered with explaining to salesmen the details of slow accounts. And, to be truthful, even with all the co-operation that the most liberal and modern of credit departments can render, not all salesmen are qualified to dominate buyers whose sensibilities have been blistered by a credit letter.

Nevertheless, in many instances, salesmen can give valuable aid to the credit department in helping to put slow-paying customers on their feet, just as credit men time and again have opportunity to sell more goods for the house by keeping the customer in a condition that will allow him to buy. It would seem to be a problem of either the general manager or the sales manager to bring the salesmen and the credit men into closer understanding of their mutual dependency. The concern whose credit men sell goods, and whose salesmen teach customers to keep their accounts in balance, has a distinct advantage over its rivals in these days of constantly increasing competition.



### *"First of all he was an American"*

"And when it comes your turn to go into the little booth and say YOUR say about who will run your America—think of the brand of Americanism, 'Government of the people, for the people and by the people,' for which 'Honest Abe' gave his life."

Teaching the youth of America to take a lively and understanding interest in their nation, their state, their town and their precinct is one of the biggest things being done by

## THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

Five hundred thousand youths, averaging 15½ to 16 years in age, are getting their eyes opened to ALL the world around them through its columns. They are being advised soundly in facts of government, commerce, industry and the professions in a way which boys can grasp and understand.

What better audience could you wish than this half-million eager-minded readers of THE AMERICAN BOY? They are at the age when words spoken fairly fall on receptive soil. They are filled with the "let's go" spirit. Capture their vote for your product now, and they'll never scratch the ticket.

Your next opportunity to put your ballot before them is January. Forms for that issue close November 15.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago

## *An unseen difference brought to light*

ORDINARY flat-finish paint soils quickly. Barreled Sunlight is a white paint with a lustrous finish that resists dust and dirt.

But how could this difference be made more than simply a claim?

How could it be shown in a clear and convincing way to paint buyers?

It was decided to show graphically the reason for this difference.

In order to arrive at the facts which produce this superior surface, powerful microscopes were used to examine and compare ordinary paint surfaces and Barreled Sunlight. Highly magnified photographs brought out astounding differences.

The result shows graphically the roughness of ordinary paint—how smooth Barreled Sunlight remains even when examined through the microscope!

This convincing test, simply told and illustrated in Barreled Sunlight advertising, has brought home to paint buyers throughout the country a clear picture of the reasons for this superiority, ordinarily invisible.

Barreled Sunlight, at first sold only in barrel lots for industrial use, today is marketed in small cans as well for use in homes and in interiors of every kind.

## In each of these circles is a photograph of WHITE PAINT



ORDINARY FLAT FINISH WHITE PAINT

ORDINARY EGGSHELL FINISH WHITE PAINT

BARRELED SUNLIGHT

The above photographs were taken through a microscope—each paint surface being placed against a black background and magnified to the same degree. They show clearly why the

surface of ordinary flat finish white paint looks so much like a surface of fresh white paint only the reverse is the case. The surface of Barreled Sunlight is smooth and can be called the silk.

The astonishing difference shows why Barreled Sunlight is now being used for interiors everywhere

NOT as you see it on walls and woodwork—but as it really looks when you get a "close-up" through the microscope—Barreled Sunlight actually coats the dirt which ordinary flat finish paints collect! smooth that the finest particles of dirt or dust cannot sink in. A surface that can be washed as easily as you would wash white tile.

No wonder this paint is being used so universally today!

In homes throughout the country it means white woodwork that can be kept for years as fresh and clean as if newly painted. It means bathroom and kitchen walls as washable as tile itself!

In business and industrial interiors—as

public buildings of every type—it means cleaner surfaces, more light, and less repainting. It costs no more than ordinary whites.

Barreled Sunlight produces a lustreous finish without the glare of enamel—it is easier to apply than enamel, costs less—and requires fewer coats. (A single coat of Barreled Sunlight is generally sufficient to cover over any previously painted surface.)

Made by our exclusive Rice Process, it is guaranteed to remain white longer than any other paint or enamel, domestic or foreign, applied under the same conditions.

Barreled Sunlight is easy to apply. It flows freely without a brush mark. Where white is not desired, it can be readily tinted just the color you want. Comes ready mixed in cans from half-pint to five-gallon size—barrels and half-barrels. If your dealer cannot supply you, write us.

U. S. GUTTA PERCHA PAINT CO.

Paints and More Colors  
Wholesale and Retail  
The National Paint Co., Inc., 100 N. 10th St., St. Paul, Minn.  
The Paint and Varnish Co., 100 N. 10th St., St. Paul, Minn.  
The Paint and Varnish Co., 100 N. 10th St., St. Paul, Minn.

Representatives in all principal cities of the U. S. A.

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

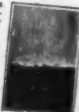
Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight

Barreled Sunlight



ORDINARY ENAMEL



BARRELED SUNLIGHT

The upper part of the black board on the left was painted with a single coat of single coat of Barreled Sunlight. The lower part of the black board on the right was painted with a single coat of Barreled Sunlight. The difference is noticeable.

KITCHEN  
Here light comesBATH  
Barreled Sunlight is used for woodwork

THE ENGLISHMAN WHITE

FACTORY  
House of "Lila House" -  
Company use of Barreled  
SunlightManufacture of  
Barreled Sunlight  
used throughout

FOR the past eleven years it has been the privilege of the J. Walter Thompson Company to co-operate with the U. S. Gutta Percha Paint Company in advertising Barreled Sunlight to a steadily expanding market

# J. WALTER THOMPSON COMPANY

## Advertising

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND  
SAN FRANCISCO LONDON

# Senator Curtis Explains His Proposed Tax on Advertising

It Would Take the Form of an Amendment to House Bill to Equalize War Taxation

*Special Washington Correspondence*

**D**URING the recent annual convention of the Direct Mail Advertising Association at St. Louis, preparations were made, in executive business session, to combat legislation inimical to advertising. And, as reported in **PRINTERS' INK** of November 1, the chairman of the legislative committee said that Senator Charles Curtis, of Kansas, was preparing to move for a tax on advertising during the coming session of Congress to help provide funds for the soldiers' bonus.

Last week, while in Washington, Senator Curtis said that he had been invited to address the convention, and that only serious illness in his family prevented his attendance. He very much regretted that he was unable, for this reason, to express his views on the subject before the convention, since he has reason to believe that his ideas have been greatly misunderstood.

"It has never been my intention," he declared, to a **PRINTERS' INK** representative, "to advocate the taxation of all advertising, and I do not think that such a thing is either feasible or desirable. About four years ago, however, after taking a daylight trip from Boston to Washington, I was impressed with the extent of signboard advertising along the way, and since that time I've been in favor of a tax on outdoor advertising, including painted and all other advertising signs, except those which are erected on the store or place of business of the advertiser.

"But I have not prepared a bill and shall not do so, since any legislation of the kind would have to reach the Senate after having been passed by the House of Representatives, and I have no assurance that any of the Representatives are

considering such a bill or any other legislation intended to place a tax on advertising. There is a probability that a bill to lower and equalize war taxation will pass the house, and in that event it is my intention to offer a Senate amendment to tax all outdoor advertising that is placed so as to appeal to and influence interstate travelers.

"For the purpose of framing such an amendment, should the opportunity be presented to offer it, I have collected and arranged extensive data on the subject. But a bill to lower Federal taxes must originate in the House, and I am convinced that both such a bill and the amendment just mentioned would be beneficial to the public."

## SAYS LEGISLATION IS UNINFLUENCED

In discussing the proposition, Senator Curtis was positive in stating that no interests were backing or endeavoring to influence legislation in this direction. He insisted that, in his opinion, it was the duty of every Congressman to study the subject of taxation, and to suggest methods that will place taxes where they can be most easily borne.

"During my travels in recent years," he continued, "I've noticed the growth of signboard advertising along both motor highways and railroads. Most of the signs are ornate and undoubtedly expensive, and are placed so as to attract the attention of the general traveling public. I've noticed, too, that many of the signs are allowed to remain standing after they have evidently served their purpose, and become faded and dilapidated.

"It is my belief that a tax on such advertising as long as the signs remain standing would not injure the present business, would have a tendency to keep the signs from increasing in size and num-



---

**Milwaukee — First City In Diversified Industry**


---

## Another Service Innovation—

The Merchandising Counsellor of The Milwaukee Journal, a recognized authority on wholesale and retail selling, is conducting a series of institute meetings devoted to Merchandising and Advertising problems, in the secondary buying centers of The Journal's great Wisconsin-Upper Michigan market of 3,000,000 people.

These meetings, held in cooperation with the leading local newspapers and the commercial clubs in each community, are attended by dealers and distributors and their employees handling practically every line of merchandise.

This service, never before offered by any other newspaper, has been tried and proven and the first series of meetings are now in progress in the cities listed below, which are on the 1923 schedule:—

	Population		Population
Milwaukee	539,449	Sheboygan	32,597
Racine . .	64,393	Beloit . .	23,503
Madison .	42,519	Appleton .	20,566
Oshkosh .	33,197	Janesville .	19,879
Green Bay	33,100	Neenah .	7,171

Applications for service in 1924 are already in from many other cities. Positions on the schedule will be assigned January first.

Write for details as to how the tremendous power of dealer influence generated by this new service may be turned in favor of your product, to help you sell more goods at lower cost.

# *The Milwaukee Journal*

**FIRST—by Merit**

---

**Wisconsin—First State In Value of Dairy Products**

---

ber to a point where they would be generally objected to because of their obstruction of natural scenery, and would produce a considerable revenue. I am also convinced that such a tax would encourage the demolishing of many old, unsightly signboards that are left standing until they fall down because that is evidently cheaper than taking them down or repairing them."

When asked if he did not think that such a tax would have a strong tendency toward the ultimate taxation of all advertising, Senator Curtis replied that he could see no reason for a tendency of the kind. And he insisted that his proposal to tax only one major form of advertising was neither discriminating nor unfair.

"The painted signs in question and all so-called outdoor advertising are in a class by themselves," he maintained. "And I believe that most of the advertisers who use them, as well as the majority of those in the business of erecting the signs, would have no serious objection to a reasonable tax such as I have in mind."

"As I understand the matter, there is little or no relationship between this form of advertising and that which is placed in newspapers and periodicals. The signs are far from being a necessity. They constitute the only legitimate form of advertising, so far as I know, that is objected to on ethical grounds. If a tax on signboards tends to curtail their increase it may have an effect in increasing the amount of display advertising placed in the smaller newspapers throughout the country. And that, in my opinion, is a result to be desired."

The report of the Direct Mail Advertising Association's convention also states that the members of the association were urged to keep careful watch of the situation so as to be able to make quick representation to their senators and congressmen, after the word had been passed along by the legislative committee. And regarding the matter of increased postage, "pressure on members of the national legislature" is mentioned in

the report. But when these statements were called to the attention of Senator Curtis he shook his head negatively and smiled.

"Several months ago," he explained, "a number of newspapers published and commented on the fact that I was in favor of taxing outdoor advertising. Since that time I have received more than a thousand letters on the subject from every State in the Union, and the vast majority of them express complete sympathy with the idea. And only one of the letters offered any objection whatever to the tax under discussion."

### W. C. D'Arcy on Peace Award Council

W. C. D'Arcy, president, D'Arcy Advertising Company, Inc., St. Louis, has been appointed a member of the Co-operative Council of the American Peace Award which was created by Edward W. Bok and which offers \$100,000 for the best practicable world peace plan. Mr. D'Arcy will represent the Associated Advertising Clubs of the World. His appointment was made by the president of that organization, Lou E. Holland.

### Lord Leverhulme, Guest of Sphinx Club

Lord Leverhulme, founder of Lever Brothers, Ltd., of England, will be the principal speaker at a dinner given in his honor by the Sphinx Club, New York, of which he is a member. The dinner will be given at the Waldorf-Astoria Hotel on the evening of November 20. R. F. R. Huntsman, president of the Brooklyn *Standard-Union*, is chairman of the dinner committee.

### Canadian Periodical Publishers To Meet in Toronto

The annual meeting of the Canadian National Newspapers & Periodicals Association will this year be confined to one day, and will be held in Toronto on Friday, November 9. This association embraces the Agricultural Press Association, the Business Newspapers Association and the Magazine Publishers Association of Canada.

### Has "Sugar Sweet" Satsuma Orange Account

The Gulf Coast Citrus Exchange, Silverhill, Ala., has placed its account for the advertising of its 1923 crop of "Sugar Sweet" Satsuma oranges with the Mutual Service Corporation, New York advertising agency.

# A Study in Circulation

August	451,000
September	454,000
October	500,000
November	514,000
December	575,000

(Print Orders)



A gain of 124,000 Copies  
in five issues

***Hearst's International Magazine***  
A LIBERAL EDUCATION

*The announcement below  
appears in Collier's, The  
National Weekly, for Nov. 10*

## \$1,000 for a Letter on Prohibition

**W**ELL, what do you think of booze and prohibition? You of the North, South, East, and West? You of the big or little city, of the small town, of the country? You, whether rich, well-to-do or poor? You employers and employees? You old people—you youngsters?

To find out, Collier's is going to pay \$2,000. We offer these prizes for the best statement, none to exceed 250 words, from the letters you write us:

**\$1,000 for the best statement**

**\$300 for the second best**

**\$150 for the third best**

**\$50 for the fourth best**

**\$25 each for the next twenty best**

All letters submitted for this contest must be in our hands not later than 6 P.M., December 8th, 1923. The editorial staff of Collier's will be the judges, and anyone connected directly or indirectly with the P. F. Collier & Son Company is automatically barred from competition.

Write Collier's briefly and to the point what *you* have heard and seen, what you think and know about the Eighteenth Amendment, the Volstead Act, and its enforcement. You are your own judge on length and form, but the best letter or extract of not over 250 words will win.

\* \* \* \* \*

Collier's is not trying to "mold public opinion." We don't want our readers to reach *our* conclusions upon any subject. We want them to reach *their own* conclusions. That is why we are willing to tell all we can find out upon any question we discuss, letting the readers form their conclusions. That is why we are to-day offering \$4.00 a word for the best 250 words of American thought upon the problem which seems to be uppermost in the American mind.

This contest will show *what* the people are thinking, *who* they are, and *where* they live in the United States.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# "Advertising News" in The Chicago Daily News

The representative Chicago family confidently looks to The Daily News not only for full and authentic political, commercial, social and sporting information—but with equal confidence looks to the same medium for full and authentic advertising information covering the entire Chicago market.

To the housewife intent on the most judicious outlay of the family budget, this advertising news is of vital importance. To have it complete and dependable in one newspaper, minimizes her shopping efforts and promotes her economies—just as it minimizes the expenditures and increases the sales of the advertiser.

Because it enjoys the interest and confidence of the great majority of Chicago buyers, The Daily News prints, year after year, a greater volume of display advertising than any other Chicago daily newspaper. In the first nine months of 1923, for example, The Daily News printed a total of 10,737,936 agate lines as against 8,302,495 printed by the Daily Tribune, the newspaper having the next highest score.

The well-rounded nature of The Daily News' reader interest is reflected in its leadership in major advertising classifications as illustrated below, the figures (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers) being for the first nine months of 1923.

## AUTOMOBILES

The Daily News First...475,532 lines  
The Post next.....405,291 lines

## BOOKS

The Daily News First....92,834 lines  
The Post next.....61,000 lines

## CHURCHES

The Daily News First....55,409 lines  
The Daily Tribune next...16,458 lines

## DEPARTMENT STORES

The Daily News First...4,338,272 lines  
The American next....1,912,867 lines

## EDUCATIONAL

The Daily News First....88,722 lines  
The Daily Tribune next...77,748 lines

## REAL ESTATE

The Daily News First....92,084 lines  
The American next.....86,572 lines

## "OUT OF THE LOOP" STORES

The Daily News First...734,200 lines  
The American next.....250,456 lines

## FOODSTUFFS

The Daily News First...543,989 lines  
The American next.....504,410 lines

## FURNITURE

The Daily News First...711,924 lines  
The American next.....479,473 lines

## OPTICIANS

The Daily News First....18,435 lines  
The Daily Tribune next...17,330 lines

## HOUSEHOLD UTILITIES

The Daily News First...120,496 lines  
The American next.....67,391 lines

## RADIO

The Daily News First....88,052 lines  
The American next.....85,764 lines

## TOTAL DISPLAY ADVERTISING

The Daily News First.....10,737,936 lines  
The Daily Tribune next.....8,302,495 lines

These facts and figures embody the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

# THE CHICAGO DAILY NEWS

*First in Chicago*

# Effanbee Campaign Gets Sales by Helping Parents Buy Toys

Fleischaker & Baum Have Built Big Doll Business by Meeting Foreign Competition with Advertising

By C. B. Larrabee

THE clerk in a toy store performs two functions, the business function of selling toys and the professional one of counseling bewildered toy buyers. Only the toy store clerk realizes how many people come to him with the statement, "I am looking for a toy for a child about six years old. What do you think would be suitable?"

This class of buyer is not confined to uncles and aunts and grandparents, but includes a great many fathers and mothers who find the task of keeping up with their children's needs one that taxes all their resources.

It is also true that the toy clerk's experience is not unique. Almost any retail clerk finds himself called upon frequently to act as a counselor for buyers who are out to buy "something for somebody about so old." It happens in book stores, drug stores, gift shops, clothing stores, jewelry shops; in fact in almost every type of retail store. But in the toy store or toy department it happens probably more frequently than anywhere else.

In many lines advertisers have recognized this condition and have taken steps to correct it to the distinct benefit of their own merchandise. And now Fleischaker & Baum, manufacturers of Effanbee Dolls, are conducting an advertising campaign, one purpose of which is to help people to know what kind of dolls to buy for children of varying ages.

A second feature of the new Effanbee campaign is the endeavor to show parents the educational value of dolls in relation to their play value. This is another feature of toys that is often neglected in advertising them, although several of the manufacturers of elec-

tric and mechanical railways for boys have seen fit to stress this point.

The result is a campaign which represents a distinct step forward in toy advertising and points the way to other toy manufacturers who are continually feeling the inroads of foreign competition and are meeting it only with the complaint that they can't afford to advertise.

## A BIT OF HISTORICAL BACKGROUND

About ten years ago Fleischaker and Baum were two young men with little more than an idea. That idea was that there was a big market in the United States for American-made dolls. They started in business by assembling dolls, buying various parts from other manufacturers and putting them together to make the completed product. Almost from the first they succeeded.

As their business grew they found it feasible to begin manufacturing on a small scale, and today they own a large factory of their own that has an output of about 10,000 pieces a day.

From the first the company has been a believer in advertising in a field where advertising has not been called on to do anywhere near its proper amount of work. Nine years ago Fleischaker & Baum ran their first advertisement, a little two-inch piece of copy in a woman's publication, and from that first attempt they are still pulling inquiries. With such an example before them it was only a question of husbanding their resources and building slowly and wisely. Today they use not only magazines, but newspapers, business publications, direct-mail, painted displays and a complete system of dealer

helps, including counter cards, window displays, flash signs, etc.

The current campaign, which is being conducted during the Christmas season in November and December magazines, backed by newspapers in forty-eight cities, is aimed, first of all, to get inquiries for a booklet, "How to Select

offering the booklet on selecting dolls. There is also the special Christmas offer, mentioning two dolls, one for \$10 and the other for \$7.50, which the company offers direct if they are not available from a local toy dealer.

When orders of this kind are received the company hunts up

the local dealer and sends him the doll to deliver, also giving him his usual dealer profit on the transaction. In this way it is using the special offer as ammunition to get new dealers, and experience in other years has shown that this method helps the company to open some valuable sales outlets.

The copy which is to appear in December magazines is larger, but contains the same message as the previous copy in expanded form. An illustration of a little girl playing with her doll is flanked on either side by photographs of Nancy Ann. Beneath are several paragraphs of selling copy with the Christmas offer in a box. The booklet is explained and a coupon attached.

The copy in each case is directed at both parents and children. Each advertisement is the kind that

a child will see and take to its parents for further reading. Therefore, while the language appeals definitely to parents, for whom, of course, it is written primarily, it has the simpler appeal to the child which arouses its interest.

The booklet on how to select the proper doll to suit a child's age contains sixteen pages, including the cover. The introduction stresses the educational as well as the play value of the doll.



"Mother is going to wash doll's face. It feels so good to have your face clean and it won't hurt doll."



## A doll so sweet you just want to hug her!

**LOVABLE, lifelike Nancy Ann!** She can walk and dance with you like a real person, go to sleep, and say "Mama!" and the r-e-a-l-l-y loves little girls. She has luxurious curly hair, blue eyes, pink dimpling cheeks, red lips, pretty hands and feet and the cutest of clothes. You can dress her and undress her. You can wash her face. She will stand hard usage and last a long time.

### Special Offer for Christmas

NANCY ANN is 23 inches tall and has been especially priced for Christmas at \$10.00; her smaller sister "Mary Ann" is 20 inches high and costs \$7.50. If you cannot find her at your toy dealer's we will sell her to you direct because we want every little girl pleased this Christmas.

Use the coupon to secure name of nearest dealer and a free copy of our interesting booklet. It tells a lot of nice things about Nancy Ann's equally lovable sisters. A little tag pinned on the dress of each is labeled "Effanbee."



FLUORCHER & BROS.,  
43 Grace Street, New York City  
Conclusion: Please send me a copy of your free book, "How to Select the Proper Doll to Suit Your Child's Age."

Name

Address

City  State

THE "HOOK" IS FOUND IN THE COUPON, OFFERING A BOOKLET TO AID IN THE SELECTION OF THE DOLL

the Proper Doll to Suit Your Child's Age," and also to put over a special Christmas offer which is intended to pull direct orders. What is being done with these orders will be explained later.

The first piece of copy shows a little girl washing a doll's face. Beside this illustration is a picture of Nancy Ann, one of the company's most popular dolls. The copy is short, headed by "A Doll So Sweet You Just Want to Hug Her!" and carries a coupon



It goes on to show how parents can use dolls as a help in disciplining their children and cites specific cases where such use of dolls has been made.

The booklet then enters the discussion of the proper doll for children of various ages. It shows the growth of the child's interest in dolls and how that growth affects materially the type of doll wanted.

When this discussion has finished there is a page on the care of the doll, which starts with the following paragraphs:

Presenting a doll to a child merely to look at and admire but not to play with is a common practice which it is best to discourage. Too often the doll is put away with the "until you get older" admonishment.

A doll, in a sense, is a tool which starts not only the education of the child but the very foundation of character upon which the little one's future happiness is built.

The child becomes deft in the use of its hands and fingers learning to tie bows, arrange folds, combine colors and develops talents in designing pretty things from simple materials. Care, economy, thrift, art and traits of character—which would require tedious teaching frequently bordering upon nagging—are often initiated and developed through a child's love of her doll.

The big idea here is to tell parents to let the child have her dolls as much as she wishes and that the more she uses them the better she will care for them.

The booklet closes with a page of selling talk on Effanbee dolls. Alternating with text pages throughout the booklet are pages of illustrations of various dolls in the line, grouped according to the age they are best fitted for. Thus the parent is given graphic aid in choosing the proper doll.

The company issues another booklet that is of interest because it has the rather startling angle of telling children how to play with dolls. At first thought it would not seem necessary to tell children how to play, but a study of the Effanbee booklet, which is packed in the box with every doll, shows that the company is opening up new possibilities in this direction.

"Naming the doll," "Effanbee Dolls walk," "They dance," "They

sleep," "Washing dolly's face," "Hats and dresses," and other pastimes, are some of the paragraph headings, and the booklet is really a little manual of play.

It is also interesting to note that this booklet, which is sales literature of the highest type, is the outgrowth of a manufacturing necessity. When dolls are sent from the factory it is often found that the eyes are stuck slightly. A pressure from the fingers loosens them, but it has been necessary to explain this fact on a slip of paper inserted in the package. By doing away with the slip and incorporating it in a play booklet the company is getting sales out of what was once lost advertising space.

The Effanbee campaign has some rather significant angles. First comes the idea of helping parents in the difficult task of buying a present for children. With the Effanbee booklet in hand the parent can make a wise purchase that not only will please the child but also will help in its education.

Another and more important phase is found by a study of the Effanbee history. Despite the gloomy predictions of pessimistic toy makers this company has found its market not by fighting that competition but by welcoming it.

"Every German doll sold in the United States," says an official of the company, "is helping to sell an Effanbee doll. We believe first that our dolls are better dolls and better suited to American children than the foreign product. When it comes to comparison we feel that we can always come out on top. In the second place, every German doll sold means that another step has been taken to popularize dolls, and that our market, instead of being restricted that much is increased that much. By adopting this attitude and going ahead with our advertising plans we have been able to get increasing sales while many of our American competitors were having difficulty in maintaining their volume."

In that statement lies the best answer to the bogey of foreign

competition. A better product well advertised has little to fear from a foreign product sold solely on a price basis. The sooner more American toy makers realize this important fact the sooner will they get the proper amount of sales from their own markets without the necessity of raising a clamor against the spectre of foreign-made products.

### Emmet K. Moore Joins Fiberloid Company

Emmet K. Moore, who has been associated with the sale of Ever-Ready flashlights for a number of years, has resigned as assistant general sales manager of the National Carbon Company, to become assistant to the president of the Fiberloid Corporation, Indian Orchard, Mass. Mr. Moore will have his headquarters at the New York office of the company.

### Walter B. Snow and Staff Incorporate

The advertising business conducted under the name of Walter B. Snow and Staff, Boston, has been incorporated, retaining the former title and personnel. Officers of the corporation are: Walter B. Snow, president and treasurer; Charles H. Bunting and William M. Rose, vice-presidents, and Adelaide S. McKenna, secretary and assistant treasurer.

### James Razor Stropper Account with Ronalds Agency

The James Manufacturing Company, Limited, Montreal, manufacturer of the James Razor Stropper has appointed the Ronalds Advertising Agency, Limited, also of Montreal, to direct its merchandising and advertising. Copy already is being run in Montreal newspapers and the campaign soon will be extended to include Toronto.

### Ide Collar Account for Metropolitan Agency

Commencing January 1, 1924, the newspaper advertising of Geo. P. Ide & Company, Inc., Troy, N. Y., Ide collars and shirts, will be directed by the Metropolitan Advertising Company, Inc., New York. The outdoor advertising of the Ide company is now being directed by the Metropolitan Advertising Company.

### Burroughs Account for Campbell-Ewald

The Burroughs Adding Machine Company, Detroit, Mich., has placed its advertising account with the Campbell-Ewald Company, advertising agency of that city.

### Economist Group Standardizes Its Publications

The Economist Group, beginning November 24, will institute several changes in its publications in the interests of standardized and simplified publishing. The Economist Group will thereafter consist of two publications, the *Dry Goods Economist*, a national weekly, and a "Merchant-Economist," a national fortnightly which will, however, be published in four different cities with sectional application and will supersede the four other publications which make up the present Economist Group.

Both publications will have a uniform trimmed size of 9 3/4 inches by 13 inches and type form size of 8 3/4 inches by 11 1/2 inches. The *Dry Goods Reporter*, Chicago, becomes the *Midwest Merchant Economist*; the *Drygoodsman and Southwestern Merchant*, St. Louis, becomes the *Southwest Merchant Economist*; and the *Atlantic Coast Merchant*, New York, and the *Pacific Coast Merchant*, San Francisco, will add the word "Economist" to their names. S. H. Ditchett continues as editor of the *Dry Goods Economist*. Flint Garrison becomes editor of the sectional features of the fortnightly publication.

### Samuel R. Guard Joins McCutcheon-Gerson

Samuel R. Guard, who has been director of the department of information of the American Farm Bureau Federation for the last three years, has become executive advisor of the McCutcheon-Gerson Service, Inc., Chicago advertising agency. H. R. Kibler, who has been with the American Farm Bureau Federation since March, 1921, has been appointed acting director of the department of information.

### New Accounts for the Charles Agency

The Harder Manufacturing Corporation, Cobleskill, N. Y., maker of silos; Hart & Company, Elmira, N. Y., manufacturing chemists, and the Arsenic Products & Refining Company, New York, have placed their advertising accounts with The Charles Advertising Service, of New York.

### Appointed Business Manager Sacramento "Star"

James S. Louvain has been appointed business manager of the Sacramento *Star*. Mr. Louvain has been circulation manager for the last four years and was formerly with the San Francisco *News*, also in that department.

### Joins Joseph Richards Company

Robert M. Newcomb, until recently with the Charles W. Hoyt Company, Inc., New York, has joined the Joseph Richards Company, Inc., also of New York.

Get them to "Give Books for Christmas" in

# Philadelphia

## 3rd Largest Market in the United States

Half a million homes with their growing families in the Philadelphia book market offer desirable prospects for big Christmas sales of books.

Philadelphians are home-folks. They and their families are big readers, in fact, in the "city of homes" education and culture go hand in hand.

Its thousands of educational institutions bring large numbers of scholars within its gates, and there is a constant and steady sale for books of all kinds.

If your house has any Christmas book-offerings, from literary masterpieces down to "best sellers," it will pay your firm to advertise them in the newspaper "nearly everybody reads."

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

New York—814 Park-Lexington Bldg. (46th St. & Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1.

Paris—Ray A. Washburn, 5 rue Lamartine (9).

(Copyright, 1923—Bulletin Company).

# OKLAHOMA

*is truly*  
**"The Miracle State"**

**O**KLAHOMA, among all the states for the four-year period, 1920-1923, ranks **first** in the production of crude petroleum, **first** in the production of broom corn, **first** in the production of zinc, **second** in the production of lead, **second** in the production of kahrs, **second** in the production of grain sorghums, **third** in the production of winter wheat and **fourth** in the production of cotton.

Of the states in the South-Central group (Louisiana, Mississippi, Alabama, Tennessee, Kentucky, Arkansas and Oklahoma—excluding Texas because of a land area nearly four times as great) Oklahoma ranks

## F-I-R-S-T

- in the production of winter wheat
- in the production of oats
- in the production of poultry
- in the value of farm land
- in average value per farm
- in value of farm machinery
- in value of livestock on farms
- in number of farm tractors
- in number of silos on farms
- in motor cars per capita
- in total road mileage.

In this South-Central group (excluding Texas) Oklahoma ranks **second** in the production of cotton, and **second** in value of dairy products.

IN APRIL, 1889, the area now comprising the state of Oklahoma was without farms, cities, roads, schools or any considerable proportion of white people. Oklahoma's creditable standing among the other great commonwealths today is, therefore, truly remarkable. Oklahoma is, in fact, "The Miracle State."

Two great newspapers, published in Oklahoma City, influence the buying habits of Oklahoma. These papers go into three of every five homes in Oklahoma City's seventy-five mile radius and into one of every four homes in the entire state.

Circulation in excess of 115,000.

## *The* OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

REPRESENTED BY

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

# Denver

## *the mile-high city*

serves as a supply base for over a million people. It is the jobbing center of the Rocky Mountain region and no advertising campaign here can reach its fullest measure of success without the use of **THE ROCKY MOUNTAIN NEWS** and **THE DENVER TIMES**.

In this busy metropolis the folks who want all the real news, truthfully told, read **The News** (morning) and **The Times** (evening) because they have long since learned that these papers are reliable and zealous to protect their readers from the evils of misleading rumors or exaggerated statements of facts.

Real news of sports, finance, society, politics, and nationally noted editorials are given daily—featured where they are found easily. These papers maintain a straightforward and progressive policy, always adding worth-while features, and muster the aid of master minds in all lines to give their readers real information, inspiration and enjoyment, thus building steady and substantial reader-interest, which alert advertisers appreciate.

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

**QUALITY PUBLICATIONS**

**Representatives:**

**VERREE & CONKLIN, Inc.**

New York City,  
300 Madison Avenue

Chicago, Ill.,  
Steger Building

Detroit, Mich.,  
Free Press Building

**R. J. BIDWELL CO.**  
San Francisco, Cal.,  
742 Market Street

Los Angeles, Cal.,  
Times Building

# Getting Real Help from the Wholesaler

Manufacturer's Own Attitude Can Build Up the Amount of Co-operation He Gets

By Frank L. Scott

**T**HERE are some kinds of secrets that we hesitate to put in print. Prominent among them are those labeled "Valuable" and "The Kind the Other Fellow Can Use."

I was riding up from Richmond to Washington recently when the conversation in our little party of three arrived at the hoary old problem of getting real co-operation from the jobber, and whether selling direct wasn't the only answer after all. Personally, I'll confess to not having a tremendous background on the subject. But my companions had—and on several representative classifications of merchandise. To the manufacturer wrestling with the problem "To job or not to job" or "How to build up the jobber's interest" there are a wealth of suggestions obtainable from those who are willing to share their experiences with others. And with these brief preliminaries let me get right down to the experiences themselves.

"Perhaps the biggest problem in many cases," says the sales manager for one line of food specialties, "is that of reaching the jobber's salesmen with printed material about your product. The jobber naturally regards his salesmen as his own and may resent any effort on the part of the individual manufacturer to tell these men how to sell one product more effectively than the others. That was the particular problem in our case, and we had about reached the point of throwing up our hands over it.

"Just about that time we put on as one of our field men a salesman who for many years had worked with one of our best jobbers. One of our first conversations happened to touch on getting more co-operation from the jobber and his

salesmen. For our own field men we had prepared an elaborate and very comprehensive sales manual. The new field man made a suggestion to this effect: That our own sales manual be made the basis for a general sales manual which would cover in a general way the selling of *all* products which an average grocery jobber sells. In effect we were to publish a general book on salesmanship of groceries—a book which the average jobber would be glad to give to his salesmen, but which both his facilities and expenses did not permit. The new field man, our advertising manager, and I worked up such a book. It was in pocket size and had 150 pages. Only twenty-five pages were reserved for specific sales arguments for our own line. The book was bound in board covers. When complete, our field men took out samples to the jobbers.

## MANUAL IS IN WIDE USE TODAY

"It was pointed out that here was a general sales manual in which we figured but incidentally. This book today is used by over 70 per cent of the jobbers' salesmen who lay our line before the trade."

A basic point is involved. As the vice-president of one of the big tobacco companies puts it, "So long as a manufacturer deals through jobbers, he should give them the same attention and help which he would give his own branch houses. Right there is the stone over which many a manufacturer stumbles. He dumps the product into a jobbing house and lets it go at that. The jobber rarely fails to respond to a really intelligent effort to help him sell."

Now the common mistake is made when the manufacturer sets out to help the jobber only with the sale of *his own* product. That

obviously is selfish, and accounts for the success enjoyed by the more unselfish sales manual which was previously mentioned.

The sales manager for one underwear company has built up remarkable co-operation on the part of his jobbers. His method is to make reprints of especially good articles on salesmanship, which appear from time to time in various publications. A single reprint is sent to each jobber inviting him to request as many copies as he desires for his salesmen. The reprint bears at the bottom of the title page this note: "This article is reprinted from Smith's Magazine by the Jones Underwear Mills in the hope that it may be useful to you."

Nothing is said about Jones underwear but the jobber's salesmen rarely forget to give a good talk on it as they go around. Many of the jobbers have voluntarily supplied lists giving their salesmen's names and addresses and have invited the manufacturer to write the men direct on his own product. This shows how the jobber responds to real help.

One problem before the jobber is that of making a wise selection on the items which he will back with special drives. "Put yourself in my place," a Middle-Western jobber recently said to me. "I sell thirty-two advertised lines. Today Line 1 sends me a circular announcing a special newspaper campaign on his goods to begin immediately. I notify the boys, telling them to lay special emphasis on this product. Three days later, along comes Line 3 with an outdoor campaign on some new product. We hop over to that. Then a week later a special representative for Line 29 comes in with a special crew who are there to go around with my men and teach them the fine points on selling that particular line. And that's the way it often goes for weeks on end. No wonder we get weary of it all at times and think it would be better to simply go out and sell everything evenly instead of responding to an endless stream of calls for special co-operation."

This problem before the jobber emphasizes certain points which always ought to be considered by the manufacturer:

(1) Any call for special co-operation must be backed by real reasons which will appeal to the common sense of the jobber. It is not enough for the manufacturer to demand or request co-operation merely because the jobber has loaded up.

(2) The manufacturer will do well to spread sales instructions and helps evenly over the year rather than concentrate on a flare-up and die-down drive once a year.

(3) In many cases the manufacturer should have a good-size special crew which he can shift from territory to territory, to help out the jobber where a special drive is really warranted.

All of these points are considered and met by many manufacturers who receive more than average co-operation from their jobbers.

A still greater opportunity lies before the manufacturer who wants to get better co-operation from the jobbers who handle his product. This is the opportunity of really helping the jobber to be a better business man.

Some concrete examples are the following:

#### A FORCE SOLELY TO HELP WHOLE-SALER

One manufacturer has a group of six representatives who operate under the treasurer of the company. These men are primarily students of business conditions and jobbing problems in particular. They are purposely divorced from the sales manager and his efforts. They spend their time entirely in the field and with the jobber. They sell no goods. They simply bring to the jobber an expert outside viewpoint to help him in his work. For example, the representative may find that the jobber lacks a type of goods in his stock which would provide a nice additional profit without the need to put on more men. The manufacturer's man will point this out even



where it may mean that the jobber may open up negotiations with a competitive house.

Again, the jobber's sales force has often, like Topsy, "just grewed up." The accounts may be so distributed among the salesmen that they cross and double-cross each other's tracks as they go about on their mission of selling. A serious loss in time and possible number of calls may result. Where such waste is suspected, the manufacturer's representative gets a detailed map of the territory. On it he dots the jobber's accounts. Then he lays out new territories for the individual salesmen. Through better planning he can usually give each salesman more accounts, make it possible for him to make more calls per day, and often cut down the salesman's need for night work. Sometimes such re-routing will save the jobber the expense of putting on a new man.

The manufacturer's representative often can help the jobber in

other respects—show him how to handle credits more effectively, help him in getting up salesman's report forms, records, etc., and advise him on how to establish quotas for the men. Such a representative obviously is high-priced, but houses which employ men of this calibre are the ones that are worrying least about the "problem" of getting real co-operation from the jobber.

The manufacturer would be glad to give such help to his own branch houses, if he had them. Why not, then, be as wise and provident in dealing with the jobber? A jobber who has been skilfully and diplomatically built up in this way responds as a natural matter of course when it comes to giving full co-operation. The help he receives from the manufacturer is too valuable to lose!

Another manufacturer has made a special study of the more successful methods of his jobbers. He does not sell to competing

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

houses, so most of the jobbers are willing enough to talk freely about the innovations which they may be making in their business. When some such feature seems to offer possibilities for jobbers in other territories permission is asked to circulate the information confidentially. Thus the jobbers help one another in disposing of more goods in general and more of the manufacturer's product in particular. This plan of interchanging helps, it will be seen, has also something of a branch house aspect.

Another manufacturer attempts to build up a sort of inter-jobber spirit of rivalry similar to the corresponding spirit which commonly exists in a branch house organization. High jobbers sell as much as fifteen times as much per capita of the line as some of the lower jobbers. A monthly mimeographed bulletin is circulated among all this manufacturer's jobbers. News items cover the activities of each. Sales are recorded, giving proportions of the different items disposed of by the different distributors. Thus one jobber realizes that he is relatively weak on the whole line or on certain items. Another sees that he could do better on securing window trims. A third may learn that he could make use of more display material.

In some cases the manufacturer can base the volume of his local newspaper advertising upon the volume of business done by the jobber on his line. The signature of the jobber may also appear on such advertising. Where the brand is a closed one this is often effective in securing greater co-operation from the distributor. Some manufacturers base their advertising on the per capita sales in the territory or on the percentage of possible distribution secured. The securing of substantial additional dealer representation may mean that the schedule of advertising will be increased proportionately, or that the schedule will be extended to include other newspapers. This offers an extremely reasonable approach to the jobber along these

lines: "We want to advertise in the territory to help you sell more goods. But we cannot do so until you have secured a certain number of accounts and a certain volume of business. Our advertising expenditure must be based upon spending so much per thousand dollars' worth of business. That is the only way to play fair with all of the jobbers who work with us. Now let's see how we can get sufficient distribution to warrant a real advertising effort."

Such a plan may logically pave the way for the use of a compact sample kit to be carried by the jobber's salesmen, and the jobber will be glad to have the men use such a kit in order to hasten the appearance of the advertising.

Constructive effort to build up the jobber's business will often cause him to invite the manufacturer to help him organize a sales convention either on the one line alone or on a group of the better profit-makers which he handles. And that, perhaps, is the most reassuring sign the manufacturer can get that the jobber is really getting something of the branch house attitude.

A table of suggestions, then, aimed to secure better co-operation from the jobber includes these general principles:

(1) Recognize the fact that the jobber must handle other lines than yours<sup>4</sup> to make real profit.

(2) Give him the same hearty co-operation which you would give your own branch houses if you had them.

(3) Bring to the jobber's attention sound practices and methods which will make him a more successful business man in a general way as well as helping him to dispose of more of your own goods.

(4) Help him to make his salesmen more effective in the many aspects of their work.

The right attitude at the manufacturing plant is the starting point, and with that once established, the obstacles in the way of securing jobber co-operation often have a surprisingly low melting point!

# 1,806,209

The population of the Indianapolis Radius is 1,806,209—nearly 2% of the total population of the United States—all concentrated within a radius of seventy miles from Indianapolis.

**T**HE Indianapolis Radius is one of the great American markets.

These 1,806,209 people live within the radius of hourly rail, electric and bus transportation service to and from Indianapolis, their retail buying center and one of the great national retail centers. (Though 21st in population, Indianapolis is 13th in retail sales.)

Think of Indianapolis, not as the progressive, prosperous city of 346,000—which it is—but as the buying center for 1,806,209 intelligent, prosperous persons, who have the means and potential willingness to buy your product. Think of The Indianapolis News, too, not as being simply the one great advertising medium in Indianapolis—which it is—but as the chosen and favored newspaper and the buying guide of these 1,806,209.

## The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. LUTZ  
The Tower Building

# The Cleveland Plain Dealer FIRST

Manufacturers seeking sales-expansion in Northern Ohio have but to follow the example of nearly 1600 of the country's best-known merchandisers. They use the Plain Dealer's **LARGEST** circulation—**BOTH** Daily and Sunday—and use no other Cleveland paper!



Steadily building up a mass of buying readers for Plain Dealer advertisers. Northern Ohioans use the Plain Dealer for their Buying guide as well as their Reading guide. That's why the judgment of thousands of National advertisers is sound! They *know* that the Plain Dealer delivers this great market. Nearly 1600 of them use no other Cleveland newspaper.

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

# The Plain Dealer

*The Plain Dealer*

# Plain Dealer is in **CIRCULATION** *both Daily and Sunday!*

The Circulation figures published by all Cleveland papers in accordance with the U. S. Post Office regulations show the Plain Dealer **FIRST** with the **LARGEST** Circulation—**BOTH** Daily and Sunday—ever attained by any newspaper in Cleveland history!

**DAILY**

**207,577**

A Gain of 14,436 over the same  
period last year

**SUNDAY**

**238,175**

A Gain of 15,958 over the same  
period last year

**a Dealer**  
**Will Sell It**

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.  
242 Market Street  
San Francisco, Cal.

## See the Color of Their Money With the Color of Our Ink!

**C**OLOR—the open sesame to the portals of the purse, and it's not so much the color you use, as where you use it.

Which brings us to the subject of The American Weekly.

The American Weekly isn't snobbish. It doesn't resort to cliques or restrict itself to classes.

It's national, in every sense of the word, and its field of circulation is the reading population.

More than twenty-five per cent of the reading-buying power of the country buy it every week, and it's a conservative estimate that almost twice that number read it.

In the final analysis, readers are buyers and not go-byers, and they read the publication they have confidence in and buy from its pages.

The arguments may not be chronological, but they're logical, and, here's a thought to close with:

The American Weekly reaches almost as many readers as the two largest publications in the world—COMBINED—and it reaches them three times oftener!

*Send your message to the multitude  
through this medium of magnitude!*

**"Give Our Ink a Run for Their Money"**

If you want to see the color of their money, use COLOR.—A. J. K.

  
**The American Weekly**

A. J. KOBLER, Manager

1834 Broadway, New York

# Litigation of Vital Importance to Business That Supreme Court Will Decide

A Study of Cases Affecting Business That Will Come before Present Sessions of the United States Supreme Court

By John F. Richter, Jr.

EVERY year as the Supreme Court of the United States starts its sessions anew many cases await its decision that affect not only the individuals involved but also basic policies of all business. Because of this latter reason PRINTERS' INK has caused a special study to be made of important cases that will pass in review before this highest judicial body of the country for final decision during the coming year.

This year's docket of the United States Supreme Court has much litigation concerning rights in trade-marks and names, as well as business practices generally. Many questions have been put before the Court for an answer. These run the gamut of rights of every manufacturer and business house in the country.

One case before the Court for decision is that of Prestonettes, Inc., against Francois Joseph De Spoturno Coty, known as the "refilling case." Questions put for settlement in that case are:

(1) Whether the Trade-Mark Act is an anti-rebottling and anti-repacking statute.

(2) Whether there can be any infringement of a trade-mark or any unfair competition unless there is a sale of the goods of one manufacturer or vendor as those of another.

(3) Whether there can be any infringement of a trade-mark or any unfair competition unless deception of the public is attempted or results.

The controversy arose from the sale by the Prestonettes company of the perfume and powder of the Coty firm in smaller packages and in forms different from those used by the defendant. The question is whether the trade name "Origan,"

used to designate the Coty products, can be used by competing companies in the sale of the genuine French product, in the American market where full credit is given the source of supply.

## COTY'S CONTENTION

It is the contention of the Coty company that the "theory of all of these cases is that the unauthorized use of 'Coca-Cola' or 'Ingersoll' or 'Hires' is an unauthorized certification to the public that the concern whose name or trade-mark is being used has at least some measure of responsibility for the genuineness and quality of the article offered to the ultimate consumer and that the ultimate consumer will rely upon the fidelity and skill of the concern whose trade-mark is being used, even though such use is made in a qualified manner that does not prevent erroneous impressions and trading on the goodwill of the owner of the trade-mark."

Trade-marks are valuable rights, and will be protected by law, notwithstanding various devices used for the purpose of evading legal inhibitions against encroachment upon the trade-mark privilege, the Court held last year in a similar case: A. Bourjois & Co. against Anna Katzel, involving the question of the alleged infringement of a trade-mark for face powder.

Another pending case, W. R. Warner & Company against Eli Lilly & Company, presents a different question to the Court, involving the law of unfair trade practices. Both companies manufacture a quinine and chocolate compound. The articles offered for sale are similar in appearance. The Court is asked to decide

whether the lower court, having held the Warner company responsible for the alleged acts of its agents in advising retail druggists to sell its product to their customers in place of that of the Lilly company, may prohibit not only the acts complained of, but the use of chocolate by the Warner company.

According to the record, the case involves the question whether an injunction is proper to restrain the Warner company from the use of the trade name "Coco-Quinine," or the reverse form, "Quin-Coco," as a trade-mark for its product. Another question is whether the injunction also can prohibit the use of chocolate color as a distinctive mark for the product of the Warner company, or "from the use of any colorable imitations of said marks or designating characteristics in such manner as to be calculated to deceive the public into buying the goods of defendant for the goods of plaintiff, from selling any product, compounded, flavored and colored to resemble plaintiff's, or any such near resemblance as might be calculated to deceive; from offering its products as a substitute for plaintiff's 'Coco-Quinine,' and from informing or instructing the trade or physicians that its said product can be substituted, sold or used for plaintiff's product."

The view of the Warner company submitted to the Court is that "the law of unfair competition is of modern growth. It is of more than local importance that the permissible limits of restraint of acts in interstate commerce found to intrench upon the rights of others should be defined by law applicable to the entire country."

The other side of the question was voiced by the lower court in holding that "the defendant has forfeited its right to the use of chocolate as a coloring agent because of its misuse, namely, the double fraud upon the public and a competing producer. The only practical way of protecting the public and the plaintiff from a continuance of its unfair practices

is to deprive the defendant of the ingredient by which alone it made those practices effective."

#### UNFAIR PRACTICE IS CHARGED

Unfair trade practices used to obstruct the trade of a competing company, involved in the case of the Federal Trade Commission against the Raymond Bros.-Clark Company, pending for decision, will draw a decision to determine what practices are or are not unlawful. The case grew out of proceedings by the Commission involving the efforts of a corporation operating a chain of retail grocery stores to purchase in wholesale quantities directly from manufacturers, despite the opposition of a competing company.

Specifically, the Court has been asked whether a trader may obstruct interstate commerce by threats of withdrawal of patronage, or by other means, to prevent competitors from purchasing in interstate commerce from the same manufacturers. The case is one of the controversies arising out of developments in business which relate to a more direct system of distributing the products of factory and farm to the consumers.

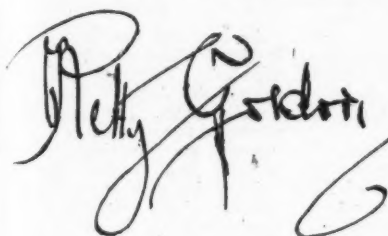
The Government told the Court that "if a chain of retail stores can purchase its supplies direct from manufacturers and producers in the same quantities and upon the same terms as those made to jobbers, obviously such stores can sell commodities to the purchasing and consuming public at prices below those made by stores through which commodities are distributed from manufacturer to wholesaler to retailer. The public is entitled to any benefits which may be derived from a direct method of distribution by manufacturers or producers to retailers; and if a jobber should prevent a chain of retail stores from purchasing from manufacturers and coerce manufacturers, such practice is unfair."

It was the view of the Department of Justice in presenting the case to the Court that "the



*A Letter  
to Mr. Crowninshield  
from Kitty Gordon*

The sparkling way in which Vanity Fair tells one what is interesting has won for your charming magazine an enviable place in the hearts of the many persons in every quarter of the United States to which my profession has carried me.

A large, elegant handwritten signature in cursive script, reading "Kitty Gordon". The signature is written in dark ink and is positioned to the left of a long, sweeping horizontal line that extends across the width of the letter.

Some advertisers who also think  
pretty well of Vanity Fair

WHITMAN CANDY  
JORDAN MOTORS  
AEOLIAN  
SMITH & WESSON  
LINCOLN MOTORS  
NATIONAL CITY CO.

# VANITY FAIR

*One of the Condé Nast Group*

tendency has appeared in the establishment of co-operative organizations among dealers for purchasing directly from manufacturers, co-operative selling organizations among farmers, mail-order houses, chains of retail stores, etc. To the extent to which the movement is successful it apparently threatens the profits of those through whose hands the commodities have heretofore passed, and it has therefore from the first met the organized and individual opposition of established dealers, retail and wholesale."

#### A CASE INVOLVING POWERS OF FEDERAL TRADE COMMISSION

Whether the Federal Trade Commission has power to compel companies to submit periodical reports showing sales, stocks on hand, prices and other information for particular periods, is involved in the pending case of Federal Trade Commission against the Claire Furnace Company. This case has attracted wide attention in view of the influence a decision for or against this power of the Commission will exert.

The lower court, the Court of Appeals of the District of Columbia, denied the right of the Commission to require a report on the quantities of manufacture, prices at which sales were made, prices named in contracts of sale, the capacity of plants to produce certain products, cost of production and other similar information.

That court held that "except where the act of production or manufacture is directly related to the operation of an instrumentality of commerce and directly connected therewith, the regulatory power of Congress over the commerce in shipping raw materials to the manufacturing plants and the commerce in shipping the products from the plant, terminates with the assembling and begins again with the shipment of the manufactured product. It also follows that if Congress may not regulate manufacture and production directly, it may not regulate it indirectly through the medium of publicity."

Names of defendants in the suit illustrate the extensive ramifications of the question. Besides the Claire Furnace Company, there are named the Ella Furnace Company, Reliance Coke Company, Westmoreland-Connellsville Coal and Coke Company, Weirton Steel Company, Edgewater Steel Company, La Belle Iron Works, Donner Steel Company, Midvale Steel & Ordnance Company, Steel & Tube Company of America, Cambria Steel Company, Republic Iron & Steel Company, McKeesport Tin Plate Company, N. & G. Taylor Company, Inland Steel Company, Trumbull Steel Company, Bethlehem Steel Company, Youngstown Sheet & Tube Company, Brier Hill Steel Company, West Penn Steel Company, Sheeling Steel & Iron Company and Sharon Steel Hoop Company.

#### AN UNUSUAL CASE WHICH IS TO BE DECIDED

An unusual question is asked in the pending case of Marconi Wireless Telegraph Company against the Atlantic Communication Company. The case has been presented to test whether a foreign interest may infringe domestic patents and escape pecuniary liability by making a subsidiary company here, without sufficient funds on hand, the object of suit. The case arose out of an infringement suit decided in favor of the Marconi company.

The Marconi company told the Court that the decision of the lower court "permits a foreign corporation if it desires to infringe United States patents in this country without pecuniary liability for profits to organize a subsidiary to carry on the infringing business here and then make a contract with such subsidiary whereby the subsidiary, in consideration of the parent company's payment of its current liabilities, (or a fixed sum per annum) agrees to pay over to the parent company all or a substantial portion of its gross income."

What elements combined sufficiently prove prior use to defeat a patent is the point raised by the

(Continued on page 41)

# 1,338,000

THAT'S the print order for December Cosmopolitan. Of this, 1,034,000 is for newsstand distribution. At 35 cents.

# Cosmopolitan

*America's      Ablest Advertising Medium*

35 Cents



## Direct Advertising

*—a Powerful Ally of  
the Judicious Advertiser*

Direct advertising occupies a field separate and distinct from all other forms of advertising effort. Its purposes are many and varied.

Frequently, it forms the nucleus for an entire advertising campaign. Sometimes it can most effectively be employed to supplement magazine, newspaper or outdoor advertising.



*Advertising  
Well Directed*

# CAMPBELL~EWALD

NEW YORK

DETROIT

CHICAGO

To employ properly this flexible and potent form of advertising, requires of an agency not only an exact understanding of its powers and limitations but also a specialized and an extensive experience in its use.

The Campbell-Ewald Company has several clients whose advertising activities are confined, very largely, to Direct Advertising. And, either solely or in large measure, through its intelligent use they find their businesses annually assuming satisfyingly greater proportions.



**COMPANY** *Advertising*

DAYTON

TORONTO

# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago



The following quotation is from a letter, written by one of our customers. The recipient of the letter is a well-known manufacturer who wanted to learn more about our service.

**"Henri, Hurst & McDonald are the highest type of young business men that it has ever been our pleasure to have business relations with; they are untiring workers and have sound judgment."**

**The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. A copy will be sent at your request.**

pending case of Wenborne-Karpen Dryer Company against the Cutler Dry Kiln Company and Cutler Desk Company. The case grew out of a suit for infringement of a patent for a process of drying and hardening coatings. It was explained that the patent has for its object the rapid hardening of siccative coatings, as varnish, oil paints and similar materials, which become dry by the chemical action of oxidation. The invention is deemed important in that it has revolutionized the art, and the process now is used by automobile makers, buggy manufacturers, for sewing machines, billiard tables, phonographs, by furniture factories, piano makers and similar trades.

The case is before the Court opposing the ruling of the lower court combining several unproved or allegedly insufficiently proved defenses and to thus make out supposed grounds sufficient to invalidate a patent. At least one defense must be sufficient in itself, it is contended.

A unique case to test what constitutes an infringement is before the Court in the suit of T. A. Heyer, doing business as T. A. Heyer Duplicator Company against the Duplicator Manufacturing Company. The case grew out of a suit by the Duplicator Manufacturing Company charging infringement of a patent relating to a multiple copying or duplicating machine. The infringement was declared to consist in the manufacture and sale to users of the opposing company's machines of spools and bands required as supplies in the operation of the machines.

Infringement has been denied on the ground that the supplies were of a transient and temporary character which were intended to be used and destroyed after a short period of use. To compel customers of the machines to purchase supplies from the company manufacturing the machines, the Court was told, is contrary to public policy "and constituted an effort to maintain a monopoly in unpatented parts of a character which had been in use for many

years prior to the respondent's patent."

The lower court held that the patent had been violated by the Heyer company in applying new gelatine bands to old spools manufactured by the Duplicator company and in applying new bands to new spools, both manufactured by the Heyer company. This decision, the Heyer company told the Court, "is revolutionary in that it completely breaks down the long recognized distinction between unlawful reconstruction of a patented combination and the legitimate repair thereof."

#### THE ANSWER THAT HAS BEEN MADE

In attacking the decision, the Heyer company declared it is "based upon the theory that every resupplying of a worn out element in a patented combination constitutes a reconstruction of the machine and that the purchaser of a patented machine acquires no independent rights whatsoever of maintaining the machine in serviceable condition by a resupplying of transient and fragile parts intended to be worn out at frequent intervals in the regular operation of the machine."

The decision also is wrong, the Court was told, "in that it places a premium upon narrow and specific patent claims which include a multitude of subordinate parts or elements in contradistinction to broad and generic claims which include only the major elements in general combinations" and that it "wholly disregards the implied license giving reasonable liberty in the use of a patented machine which passes to the purchaser as an incident to the sale of the machine and which ipso facto releases the machine from the patent monopoly."

Rights of an employer to the inventions and patents of an employee where the employee is hired to devise a specific thing, is a question put before the Court in the case of Standard Parts Company against W. J. Peck. Peck had been hired by contract to devise a process and machinery for making the front spring of an automobile. The contract made no

mention regarding the ownership of any inventions or patents that might be developed by Peck and the dispute involves the question whether such patents become the property of the employer.

Inability to decide the question was admitted by the lower court. In its decision, it declared that "whether the invention thus developed accrued to the employer or whether the title thereto remained in the employee, and the employer obtained only a license or shop-right would seem at first glance easy to decide. An examination, however, of the decisions of the United States Supreme Court and of other Federal cases attempting to distinguish those cases, discloses a most confusing state of the law."

Whether Patent Office regulations can affect the validity of a patent is the question asked of the Court in the pending case of Webster Electric Company against the Splittorf Electrical Company. The case grew out of rival claims to patent rights on an invention for a unitary oscillating magneto ignition equipment, employed on stationary and portable gasoline engines.

The Webster Electric Company charged the Splittorf Electrical Company with infringement of its patent, the lower court upholding the contention of infringement. On a rehearing of the case, the court held that the patent was invalid for the reason that it had not been formulated and presented in the patent application until shortly before its allowance.

The Court is asked in the pending case whether a patent covering a novel invention, issued in compliance with the patent laws, may be held invalid because:

(1) The patentee's invention was put into public use during the pendency of his application, but two years before he formulated an allowable claim properly defining his actual invention.

(2) That the invention was disclosed, but not claimed, in patents issued during the pendency of his application, but two years before he had formulated an allowable claim to his invention.

(3) When a patent covering a novel invention of merit is issued in compliance with the patent statutes, may its validity be challenged because of the alleged failure of the Patent Office to enforce a doctrine established to expedite Patent Office procedure.

#### CLAIMS VALIDITY OF MANY PATENTS IS INVOLVED

Approximately one-half of the United States patents in existence, it was claimed by the Webster company, will be invalidated if the defense allowed by the decision of the lower court is permitted to stand.

"The decision of the lower court," it was said, "renders a decision which casts most serious doubt upon the validity of thousands of important patents, which, like the patent here involved, have issued on applications which could not be rushed through the Patent Office."

"The Court of Appeals has converted a doctrine which is properly applicable only to a relatively small number of applicants for patents, into an absolute menace to thousands of patentees whose patents were applied for and granted in strict compliance with the patent statutes, but who have been unable to put their patent applications into final form until two years after the commencement of public use or publication."

Abuses of the broadened reissue of patents and the two-year limitation in the application of patents are involved in the pending case of the Mount Vernon Manufacturing Company against the Pressed Steel Manufacturing Company. Asking the Court to review the decision of the lower court, holding two of its patents void for want of invention, the Mount Vernon company told the Court:

"The old practice of taking out a patent and then waiting over two years before applying for a broadened reissue of it led to widespread abuses that had to be checked by the Supreme Court in *Miller v. Brass Company*, although there is no two-year limitation in the reissue application statute."





Photograph by Baron de Meyer

### A FEW WELL-CHOSEN "DON'TS"

**B**ARON DE MEYER, writing from Paris, tells the fashionable American some of the things to avoid in the purchase of her wardrobe—in the November Harper's Bazar. A welcome variation, perhaps, for Harper's Bazar really is devoted so consistently to telling well-to-do women what to buy. The editorial and advertising pages are alike in this: they both stimulate sales. Your sales?

# Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

"But worse abuses follow the practice of dodging, under guise of amendment, the two-year limitation in the original application statute, by delaying actual application of the desired patent; because not only may intervening rights suffer but also the expiration of the patent monopoly is postponed—as it is not in reissue cases—to the loss of the public to whom the invention has been published over two years before the actual application for the patent is made. There is great public need to check the growing evils of this unlawful abuse in patent practice."

Ownership of rights to invention of a plasterboard product and the method of producing it, is involved in the case of Bestwall Manufacturing Company against the United States Gypsum Company, now before the Court for decision. One employee of the Gypsum company invented both the product and the method of production and disclosed his findings to another employee of the same company. The company abandoned a patent application filed by the first employee, but procured, on the applications filed by the second employee, patents purporting to cover the inventions made by the first employee. Both employees had assigned to the Gypsum company.

The question to be decided by the Court is whether the patents of the Gypsum company are valid despite the fact that they were based upon applications of an employee who was neither a first nor original inventor.

"The Constitution of the United States, the patent statutes and the decisions," the Court was told, "have uniformly indicated that no valid patent can be obtained except upon the application of the true inventor supported by his oath. If this new doctrine be adopted, the practical result will be to render wholly uncertain and precarious the just protection of inventors and their rewards for their inventions."

Whether a patentee can deny the validity of his own patent after assignment is a principle brought

before the Court for decision in the pending case of Westinghouse Electric and Manufacturing Company against the Formica Insulation Company. The suit arose out of a patent for a process of making a composite material for electrical insulation. The process was patented by an employee of the Westinghouse company who assigned to the company. The employee then left the company and aided in the formation of a competing company. In the lower courts, the Westinghouse company lost its case, it being held that the company could not deny the validity of the patent by the other party on the ground of delay, and that the opposing party was not estopped to deny the validity of the patent.

The Supreme Court has been asked to review the decision of the lower court, holding:

(1) By implication, the estoppel which prevents a patentee-assignor from denying the validity of the assigned patent is an estoppel in pais and not an estoppel by deed.

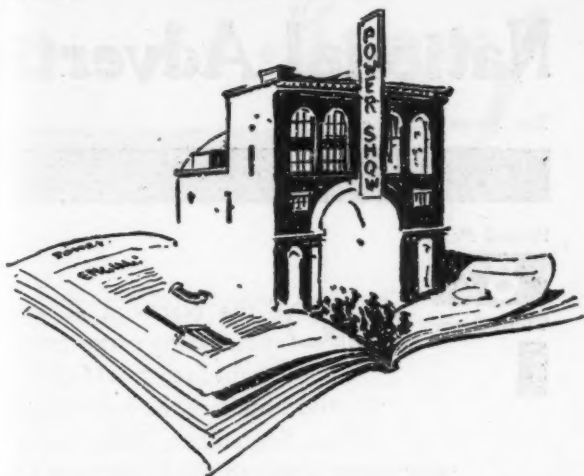
(2) That even if the assignment of an existing patent may create an estoppel by deed, the doctrine of estoppel by deed does not apply to the assignment of an application for patent.

The fact that in almost every patent infringement case that comes before the courts, the suit is brought by an assignee and not by the patentee, it was said, shows the great importance of settling the confusion on the point by an authoritative opinion by the United States Supreme Court.

Of course there are other cases that might be described here, and there are other cases that will arise and that will be entered on the docket at the present term of Court, containing additional questions for answer and further principles for enlightenment from the highest court of the land.

### Motor Account for Rogers & Smith

The Elto Outboard Motor Company, Milwaukee, has placed its advertising account with Rogers & Smith, Chicago advertising agency. Magazines will be used in a campaign for this account.



## The Power Show on Paper

On December 3rd the second Power Show (National Exposition of Power and Mechanical Engineering) will open in Grand Central Palace, New York.

At the same time 27,000 readers of **POWER** in every corner of the United States will receive the "Power Show on paper"—

### *Power Show Number December 4th*

An ideal number to carry your advertising message to an interested audience.

This Power Show and the concurrent annual meeting of the A.S.M.E. are the most important events on the engineering calendar. **POWER** will give them the special attention they deserve—both editorially and in advertising display.

The exhibitors section will go to press on November 24—Be sure to have your space reservation for that section and copy in before that date so we can submit proofs.

# POWER

A. B. C.

A. B. P.

*A McGraw-Hill Publication*

**Tenth Avenue at 36th Street, New York**

# National Advertiser •

The Times-Picayune

90

Second Paper

**8%**

Third Paper

**2%**

OF the National advertisers\* (excluding proprietary medicine manufacturers\*) who during the nine months from January 1st to September 30th, 1923, used one paper alone to reach the New Orleans market, 90% chose The Times-Picayune.

Only 8% selected the second paper. Only 2% selected the third paper.

Only dominant results can account for such dominating preference for The Times-Picayune.

[† Not including automobile advertising, which in many instances is placed jointly by the local representative and the manufacturer.

\* The Times-Picayune's rigid censorship of its advertising columns precludes acceptance of a large volume of medical advertising printed by one or both of the other New Orleans papers.

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by CONE, HUNTON & WOODMAN, INC., in Los Angeles and San Francisco by R. J. BIDWELL CO.

# The Times



FIRST

se . . . . . **Know** !

SUCH nationally known advertisers as Elgin Watches, Eastman Kodaks, Simmons Beds, Kellogg's Corn Flakes and Kellogg's Bran, Houbigant Perfumes, Borden Milk, Lloyd Baby Carriages, Saturday Evening Post and Ladies' Home Journal, American Radiators, Westinghouse Electrical Products, Golden Key Milk, Gorham Silverware, Boston Garters, Phoenix Hosiery, Portina Cigars, Johns-Manville Brake Linings, Sanitol Dentifrices, Cook's Meats, Fleischer Yarns, Royal Typewriters, Ferry's Seeds, Kuppenheimer Clothes, Van Raalte Hosiery, Ingersoll Watches, Knox Hats, Forhan's Toothpaste, Ide Collars, Burroughs Adding Machines, Mennen's Kora-Konia, Parker Fountain Pens, Hanes Underwear, Auto-Strop Razors, Simond's Saws, Stanley Vacuum Bottles, Tareyton Cigarettes, Interwoven Hosiery, Kaynee Clothes for Boys, Indian Motorcycles, Globe Automatic Sprinkling Systems, Hotpoint Electrical Appliances, Endicott-Johnson Shoes, Dunn Pens, The Dictaphone, Joint Coffee Trades, Davenport Bed Makers of America, Florence Oil Stoves, Royal Hot Water Heaters, McCray Refrigerators, Apollinaris Water, Universal Electrical Products, Nairn Linoleum, Nucoa Nut Butter, Scott Paper Towels, Van Camp's, Clean-Easy Soap, Premier Salad Dressing, United Cigar Stores, Piver Perfumes, Black Diamond Files, King's Food Products, Djer-Kiss Toilet Requisites, Certo, Bishopric Building Materials, Cadet Heaters, Life Magazine, Victory Paper Bags, Union Pacific Railway, Rit Dye, Trimont Tools and scores of others—representing pre-eminent success in American industry and hundreds of millions of capital—deemed it good business to invest their ENTIRE New Orleans newspaper appropriation in The Times-Picayune space.

**Cover the New Orleans Market  
at One Cost!**

**Picayune**  
THE SOUTH



## 45,000 net paid average a month during 1924

Last Fall we announced for 1923 a monthly average of 25,000. We will have delivered more than 30,000.

For 1924 the minimum monthly average will be 45,000 net paid—

Every one not only a car owner, but also an interested motorist—

Reachable at \$4.67 per page per thousand—and waste free!

The January issue will be devoted largely to a review of the National Automobile Shows.

It will carry the Shows into the homes of the large group of MOTOR LIFE readers—the most receptive prospects for every automotive offering of merit—to be read and referred to at their leisure.

Early reservations will get the best positions.

Space for 1924 can be bought now at \$210 per page on yearly page contracts or at \$240 for pages, \$120 for half-pages and \$60 for quarter-pages on yearly contracts for variable space.

After December 24 these rates will be \$300, \$320, \$160 and \$80, respectively.

# Motor Life

1056 W. Van Buren St., *Chicago*

25 W. 45th St., *New York* • 3050 E. Grand Blvd., *Detroit*

# Full-Page Newspaper Advertising to Reach One Prospect

The Ward Electric Company Insists That Dobbin Has Said Good-Bye

IT seems to be an attribute of human nature that makes a paper read over a neighbor's shoulder seem more interesting than the one you are carrying. The overheard conversation, the private correspondence of famous personages, scandal and autobiography are popular reading matter for the same reason. Perhaps that attribute is why the general public was so much interested in the recent full-page advertisement signed by the Ward Motor Vehicle Company, occupying full pages in New York City newspapers and addressed "Dear R. H. Macy & Co., Inc. In reply to yours of recent date."

This interesting piece of timely news copy came about somewhat as follows. For some time the Ward Motor Vehicle Company has been running a series of advertisements entitled: "Good-bye, Dobbin!" This copy series is designed to get people who think it is cheaper to make deliveries with horses and wagons to consider the cases of a large number of bakeries, laundries and ice-cream companies that have been using Ward Electrics to cut down delivery expense. The Ward advertising has featured a book: "Facing the Facts of Delivery" and using as its sales argument the fact that electric trucks are far cheaper than horses for quicker covering of delivery routes.

R. H. Macy & Company, New York department store, have been running a series of editorial advertisements in newspaper space recently. In the course of the series was one which said:

They wrote his epitaph too soon. He's still "alive and kicking"—but none of Macy's well-cared-for horses has anything to kick about.

Speed in delivery is what counts. A careful study of city traffic has revealed that within two or three miles from the store, horse-drawn wagons are still the quickest and most economical way for Macy's to deliver light packages. Our 136 horses are saving money for you.

While no names were mentioned in the Macy advertisement, the Ward Motor Vehicle Company was quick to take advantage of the public's interest. The "Dear R. H. Macy & Company" full-page advertisement followed. The original "Good-bye Dobbin" advertisement was reproduced at the side as was also the Macy editorial advertisement. Immediately below Macy's copy, under the heading "Yes—we have no horses" was a list of twelve well-known laundries, bakery companies and ice-cream companies which were users of Ward Electrics. Beneath the polite heading the copy said:

While your editorial may not have been intended as a reply to our "Good-bye Dobbin" advertisements, we have been busily engaged in writing Dobbin's obituary and therefore take the liberty of publicly answering your public statement.

You state, among other things, "Speed in delivery is what counts," and you go on to say that, "Two or three miles from the store, horse-drawn wagons are still the quickest and most economical way for Macy's to deliver light packages."

We have considerable respect for your institution and your ability. Yet in talking about delivery you are talking about something in which we have had considerable experience—transportation is our business. Our transportation engineering department has made many surveys of actual routes with scientific recording instruments—stop-watch tests, cost analyses, etc.

As a result of this knowledge and experience, we are loathe to believe that thorough analysis will support your statement that horses are quicker and cheaper for frequent-stop, light-parcel deliveries two or three miles from the store.

Horses are cheaper than light gas trucks on such routes, because gas trucks are not built for frequent-stop service on short routes; are not sold for that service by intelligent manufacturers and dealers who have the interest of their customers at heart. The gas-truck engine, cooling system, and transmission are too complicated for such service, resulting in high repair bills, high operating costs, a great many days out of service, and a loss of time in starting, stopping, shifting gears, etc. In its place—on long routes—the gas truck is ideal—the quickest and most economical delivery for long routes.

After some information about the experiences of other truck

users, the Ward advertisement said: "Any time that you care to stake the purchase of trucks on a saving in time against horses on frequent-stop deliveries to customers living two or three miles from the store, we will gladly place a truck and a competent engineer on your routes and ascertain the facts—prove the case."

Later, after offering to pay half or all of a certified public accountant's bill on a check-up as to delivery costs, the company said: "If Ward Electrics will save you time and money you will replace horses with Ward Electrics on such routes as the saving is clearly evident and within such time as it is reasonable to make the change. We will guarantee that if our trucks cannot do the work on your routes they belong to us, not to you. In making this offer, we do not ask that any consideration be given to the fact that Ward Electric trucks are a better advertisement than horses, nor that they take up less room in the streets and block traffic less than horses, nor that they are cleaner than horses and do not inflict work upon the city as horses do."

The truck company "stuck to its guns" on the Dobbin matter by saying: "We do not think we wrote Dobbin's epitaph too soon. We feel we did not write it soon enough. And we firmly believe that whether you accept our present proposal or not, it is a question of a very short time until R. H. Macy & Company will not have a horse left on frequent-stop delivery routes."

After stipulating more details as to the construction of the truck, such as simplicity, few moving parts and the like, the company ends its unusual full-page copy by saying:

"Thanking you for your consideration and hoping that you—and perhaps other merchants—will see your way clear to accept this proposal, either as it is made or with any reasonable qualifications that may be necessary, we are respectfully—Ward Motor Vehicle Company."

While evidence is not at hand

that the controversial full page has sold Macy a fleet of delivery trucks, the fact remains that it did cause a great deal of comment, and the full page of small type was carefully read by many people who wanted to find what the argument was all about. The page offered another good example of a way to talk to the public over the shoulder of a single prospect.

### Advertising to Prevent Bruising of Cattle

An advertising campaign in Canadian farm papers is now being prepared by the Association for the Elimination of Livestock Bruising, whose headquarters are in Toronto. It is estimated that three million dollars are lost to Canadian producers and shippers annually through bruising of livestock in transit from farms to slaughter-houses and packing plants.

The association contains representatives of the railway companies, the meat packers, stockyard owners, commission merchants and drovers, producers, the Department of Agriculture, and the Agricultural Press Association of Canada, and the campaign is aimed at educating everybody concerned in the handling of livestock with a view to cutting down this waste.

### C. W. Leffingwell Returns to John Wanamaker

Charles W. Leffingwell, who had been merchandise manager of women's wear with John Wanamaker at New York, has returned to his former position. Mr. Leffingwell has sold his interest in a women's wear specialty business which he had been conducting in Chicago since leaving John Wanamaker.

### National Campaign for Jefferson Lamps

The Jefferson Company, Follansbee, W. Va., maker of Jefferson portable lamps, plans a national magazine advertising campaign on its products starting about December 1. In business-paper advertising the company is urging dealers to send for its catalogue in colors and stock in anticipation of demand.

### Columbian Tank Advances F. C. Buchanan

F. C. Buchanan has been appointed director of sales of the Columbian Steel Tank Company, Kansas City, Mo. He was for two years export manager of the company for Mexico, with headquarters at Mexico City and has been engaged in export sales work for the last twenty-five years.





This famous new common-wealth will be the theme of an interesting and instructive exhibit at the

## Advertising Exposition

November 12 to 17

71st Regiment Armory

Park Avenue and 34th Street

NEW YORK CITY

*Visit Booth 43*

# Globe-Democrat

*St. Louis' Largest Daily*

# Napanee's Flying Squadron of Resale Men

How Coppes Bros. & Zook, Manufacturers of Napanee Dutch Kitchenettes, Help Dealers Stage Intensive Selling Campaigns

By August Belden

A NAPANEE Kitchen Cabinet salesman in one of the largest department stores in the country told me that more than 50 per cent of his sales of kitchen cabinets were made to women who had no idea of buying at the time they made the purchases.

This simply goes to prove that obvious truth, known to all sales managers, that there are many people very near the buying line but who remain on the wrong side until creative salesmanship pushes them over. There unquestionably exists a great untouched market at the door of every retailer, but it remains on the wrong side of the buying line because of the lethargy, indifference and lack of vision of the retailers themselves.

A sales manager friend of mine recently told of an incident which occurred in his home town. In his house nearly a dozen clocks tick the time away. There is never a month throughout the year when some of these clocks do not need repair, they are either too slow or too fast or the hands are loose or some one of the hundred things which can happen to clocks happens to them.

But up to a short time ago no "Darrell of the Blessed Isles" stopped at his door on a pilgrimage of tinkering. The clocks remained out of whack until someone of the household either took them to the nearest repair man in the town or toted them all the way to the city.

One day, however, an enterprising jeweler of the village sent a clock tinkerer out among the inhabitants. The result was that he rounded up a surprising lot of lame clocks and repair orders began to come in. And being a talker as well as a tinkerer, like Darrell, the pilgrim told of rings and pins and chains and of gift

articles ad infinitum which this jeweler carried in stock. The result of this was that orders for merchandise began to tread on the heels of repairs. No longer could this jeweler complain that the business of the village passed by him on its way to the big city. He was getting a substantial share of it.

All about us are needs to be supplied. All about us is money to be spent and the desire to spend it. Where it will be spent depends a great deal on the force which will direct it.

## SHOWING RETAILER HIS MARKET

A great amount of work is being done today by many manufacturers to overcome the lack of vision on the part of the retailer, which makes it impossible for him to see the markets close at hand, by proving to him the wonderful possibilities which exist all around him. Much of the resale of washing machines, electric appliances, kitchen cabinets, etc., is done by the manufacturers themselves, and by the force of their energy, imagination and fact-gathering ability a tremendous market is being opened.

The resale merchandising plan of Coppes Brothers & Zook, of Napanee, Ind., makers of the Napanee Dutch Kitchenettes, is worthy of the study of manufacturers of all kinds of merchandise which must be sold finally to the general public. Its results prove its possibilities, according to the opinion of retailers who have co-operated.

F. S. Fenton, Jr., sales manager of the company, told the writer that about a year ago the company came to the conclusion that, in spite of a good-looking sales sheet, it was getting only a very small percentage of the possible



More than 45,000 people have been given touring or vacation information by The Journal's Travel and Resort Bureau for this year, an interesting example of the use that Journal readers make of its columns and services.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



for sale, per day and per  
year, shall be \$100.

The customer, after order  
made, is issued bills of  
material and instructions.

It is so simple to depart  
from the standard and lose the  
profitability of small  
business and make a loss.

The shop or department  
is run on a basis of the ad-  
vertising work involved in  
the small loss and ap-  
proximate.

But the manager will  
not stop to ask whether  
the business is profitable, she  
is keeping the board on  
feet and will never dis-  
miss her new business. The firm  
will never know  
the profit from the pro-  
fit. The retail store  
takes on the character of  
the daily newspaper,  
the daily of the community of  
the day and your profit.

And previous period in  
the history of the

business man, and a woman  
market, so much as with the  
shop with a new pattern  
and customers, as the man  
with a new stock, the  
business, after a day. And  
the business of any other  
business had such a day ac-  
cording to such a market as ad-  
vertising is to get out with  
an efficient, business-like  
management of sales as the  
business of the day.

There is a mass of people  
and of our entire people in  
the city, the richest, most  
generous, best living peo-  
ple in all the world. And to  
reach this large market is  
the aim of every business  
man and woman. And the  
aim, the aim of DAILY com-  
munication in America, entirely  
concentrated on the market in  
New York City and suburbs,  
the positive results, were  
under attraction, the ad-  
vertising to get, and all over the  
world. And New advertising  
is the best. Get the facts.

"Let the world" has been  
suffering from. When for the first



# THE NEWS

New York Picture Newspaper

Published daily except Sundays and  
Holidays, Chicago

ADVERTISING EXPOSITION

# Two birds with one stone



PERHAPS sometime, somewhere, somebody has killed two birds with one stone. If anybody, anywhere, at any time ever killed two birds with one stone he accomplished this feat because he was lucky—not because he was clever or scientific. If anybody ever planned and attempted to kill two birds with one stone we venture the guess that one bird survived.

To kill two birds requires two stones—perhaps more—not less. To kill two birds, one stone must be directed at each.

Likewise to reach both groups in the Boston market at least two mediums must be used. In the Boston market are two great groups of population served by two groups of great newspapers. To reach one group of people an advertiser is offered a choice of newspapers designed and published to serve that group. The other group, constituting the most responsive and most profitable segment of the Boston market is served by and can be reached through the columns of the Herald-Traveler.

Selecting one paper to reach the two groups leaves one group entirely untouched. The advertiser who seeks to reach both of Boston's two groups of population must employ two channels through which to send his message.

While Boston as a market is a unit, it is a divided unit. The advertiser who seeks to cover Boston by the use of one paper is as unwise and unscientific as the man, who, relying on luck, attempts to kill two birds with one stone.

The proposition of covering Boston is a problem that concerns itself not only with the number of papers to be used, but with the ability of the combination selected to cover both sections of the market. This is the subject of our booklet, entitled "The Road to Boston." Requests for this booklet will be promptly acknowledged if received on business stationery.



**BOSTON HERALD-TRAVELER**

Nov.

busin

isted

Th

articl

servic

home

Ad

been

the

quali

thous

house

many

tisem

stantl

dence

articl

with

but ye

retail

The

nets a

fy the

willin

which

amoun

volvin

tors.

discus

the h

memb

fore t

upon.

intense

routine

tent re

such

smart

costs

sesses

to aro

owners

to pus

cision

has liv

cabinet

a bit lo

does s

smart h

its lure

It is

chase

they ar

hidden

hats an

be para

It is

creative

the law

must s

buyer o

A gr

business which unquestionably existed in all parts of the country.

The kitchen cabinet is a utility article which should be giving service in thousands of American homes where it is not in use.

Advertising for a long time has been telling of the advantages of the cabinet, of its labor-saving qualities and of its ability to fill a thousand and one needs of the housewife. Undoubtedly there are many readers of these advertisements who are being constantly impressed by the evidences of the utility of this article and who are being filled with a definite desire to own one, but yet are not walking in to their retailer's to buy.

The retail price of kitchen cabinets averages about \$75. To satisfy the desire to own one means a willingness to part with this sum, which is quite a considerable amount, even in these days, involving many psychological factors. First, it usually means a discussion between the wife and the husband and probably other members of the family circle before the purchase can be decided upon. Then there are the little intense desires which arise in the routine of life and form intermittent resistances to the buying of such an article. There is that smart hat at Goldstein's which costs only \$15, but which possesses a fascination strong enough to arouse a passionate desire for ownership, and for the time being, to push the cabinet-buying decision into the background. One has lived quite a while without a cabinet, therefore one can get on a bit longer if necessary. And it does seem necessary when that smart hat at Goldstein's puts forth its lure.

It is easy to put off the purchase of things like cabinets for they are articles of utility and are hidden away in kitchens while hats and coats and motor cars can be paraded before the world.

It is at this point that intensive creative salesmanship must aid the law of supply and demand, must step in to push the near buyer over the line of sale.

A great many retailers appre-

ciate the potentialities of markets in their trading zones and realize that there are crowds of near buyers existing there, but there are thousands of dealers who do not. The organization of the ordinary retail store is not usually equipped to go after this market. The retail salesman is mentally jumping from one thing to another. He is selling frying pans one moment and kitchen cabinets the next and as for having time to go out among the homes, it isn't in his picture.

Coppes Bros. & Zook realized this condition and they also realized that it would be next to useless to try to convince the dealer of what he was losing by means of selling letters and literature. The only way to arouse the dealer was to show him.

#### THE ANSWER

So the company organized its own retail selling force which it could use to help dealers get the business which was rightfully theirs.

In order to do the best work this force had to be made up of successful retail salesmen, thoroughly trained in the selling of kitchen cabinets. The nucleus of the organization was selected from among salesmen of furniture, washing machines, stoves, refrigerators and the like. The original applications for positions on this force numbered 192. Out of this number twelve were chosen. These twelve were given a thorough training at the factory, the course lasting three weeks.

The next step in the work was a try-out in actual selling in the field. The company's agent in South Bend was asked to co-operate. The twelve men were sent there, sections of the city were assigned to them and they were told to go out among the homes and ring doorbells for orders. No advertising preceded this try-out. The men went out "cold."

This intensive doorbell ringing lasted three weeks. When the job was done 176 Napanee cabinets had been sold. Also four men had been eliminated from the

organization, leaving eight as the real nucleus of the force.

The organization has since grown to thirty-two. The men are well paid on a salary basis, they are men with successful records in retail selling and are used entirely for the purpose of helping the Napanee dealers find and sell the big markets around them.

When the plan had been perfected and the organization well in hand a general meeting of all Napanee wholesale salesmen was called for the purpose of presenting the plan to them and of gaining their co-operation in preparing the ground among the retailers for the work the force was to do.

The action of the plan is very simple. A dealer is persuaded to hold a cabinet sale for one week. An estimate is made of the number of cabinets he is likely to sell and the dealer must place an order for that number. He must then advertise in the local papers, using copy furnished by the company. The Napanee resale salesman calls and gives the dealers' salesmen a thorough training in the talking points and methods of demonstration of the cabinets. The resale man remains throughout the sale, spending a part of his time on the floor and a part among the homes. His evenings are taken up in calling upon prospective customers and a great many sales are made in this way because all the members of the family are present and many resistances can be swept away on the spot. During the sale the company mails selling literature to the dealer's list and after the sale it continues with direct-mail matter to those prospects who have not quite signed the dotted line.

During the past year over 850 such sales have been carried on. In several of the largest department stores a Napanee man is a permanent fixture.

Many surprising results have been obtained. Dealers' eyes have been opened to the unknown possibilities surrounding them. The influence of the campaigns has been far reaching. They have shown retailers the wonderful value of creative salesmanship,

which can be applied, not only to the selling of kitchen cabinets but to the selling of practically all kinds of merchandise. Dealers have begun to see that many needs remain unsupplied, simply because of procrastination. It is so easy for people to put off buying the utility article, but on the other hand it is just as easy for a salesman to convince these people that it is better not to put off buying any longer.

#### PICKING THE HARD ONES

In Cleveland and Columbus, Ohio, for example, the idea was prevalent that these two cities were poor towns for the sale of kitchen cabinets. Everybody believed this to be true, consequently no one seriously went after the business. It was one of those imaginary resistances which gain a great hold on the mind.

Napanee organized a drive in one of the largest department stores in Cleveland and the results of this sale exploded the idea that Cleveland was a poor city in which to sell kitchen cabinets. During this drive, which lasted four weeks, sixty-five cabinets were sold. The store in which the drive took place had formerly sold only thirty a year. This performance was duplicated in Columbus and that city also had its eyes opened.

In Cumberland, Md., a similar occurrence took place. The Napanee agent there usually sold about thirty cabinets every six months. Three drives were organized last spring sixty days apart. The first drive produced sales of eighty-eight cabinets, the second, seventy-seven and the third, sixty-four. Each drive lasted one week and one Napanee man carried it on.

Similar results were experienced throughout the country during the year. Not only did the regular authorized agents enjoy increased sales but the company increased its dealer distribution by 50 per cent. Today 60 per cent of the total output of the factory is resold by the company's own salesmen, the other 40 per cent by the dealers themselves.

A readjustment of price and



# The "Fertile Period"



THERE is a limited period in the life of every person during which the buying mind is exceptionally fertile—when it joys in a realization of its needs and goes-a-marketing with enthusiasm; when it is susceptible to new ideas and impressions; highly sensitized to suggestions of betterment in design and color, style and fabric, device and equipment.

In Chicago there is ONE evening newspaper that reaches young people—people under forty and those who THINK under forty—and that means reaching buying minds that are fertile—buying minds that can be indelibly impressed.

*The Newspaper?*



**CHICAGO EVENING AMERICAN**  
a good newspaper

profit for the dealer was also a part of the new selling plan. With the retail price as set by the factory, dealers were not making so great a percentage as they made on other types of furniture. Under the new plan retailers were allowed to make their own retail price and thus take their legitimate mark-up.

The question of installment selling also came in for consideration. While the company believed that merchandise of this kind and price must be sold on the installment basis to obtain the maximum of sales, it did not believe that it was good business to make the installments as low as a dollar down and a dollar a week. The company felt that this plan strung out the payments over too long a period and if real salesmanship was used in the selling of cabinets a more substantial down payment could be obtained and a year given in which to pay the balance. When the installment basis is advertised it is presented on the plan of five dollars down with a year to complete payments. It is interesting to note that salesmanship has increased installment payments to an average of \$15 down and six months for the balance and in one large store in a Middle Western city the average for the year has been more than twice as large a first payment with only ninety days for the completion of the contracts. The company reasons that a larger down payment and a shorter time given for the balance is beneficial to all concerned, the company, the retailer and the customer. And it is creative, intelligent salesmanship which is making this possible.

Another favorable influence which this intelligent salesmanship is exerting for the dealer is in raising the average amount of the order for cabinets. Although the lowest-priced cabinet is usually featured in all advertising, more sales are being made on the higher-priced numbers. During the past year of work under this plan of employing trained resale salesmen 40 per cent of the business was on the highest-priced type while only 5 per cent was on the lowest. The

basis of reasoning in this is that the average customer wants quality if she can be made to understand what real quality is.

#### WHEN REAL SALESMANSHIP IS NECESSARY

And to make people understand what quality is, requires salesmanship of the highest order. Therefore the training of the Napanee resale men is really at the heart of this company's merchandising plan. As has been stated the initial training period is three weeks and to supplement this, actual experience in the field is added before a resale man is allowed to conduct resale campaigns for retailers.

The ignorance of salesmen is a serious question before sales managers today. Most salesmen calling upon the retail trade don't know all there is to know about the few products they have to sell and a lot of them know very little. Merchants have a great respect for the man who knows what he is talking about and don't want to be bothered with the man who doesn't. Let me quote a paragraph from an article in *Printers' Ink Monthly* of October, which discusses this subject, as an illustration of the point. "Trouble with most salesmen calling on us retailers," the dealer replied, "is that they don't have much of an idea of what they are trying to sell. We don't know either, so when a salesman who doesn't know much about his line and the dealer who doesn't know anything about it get together, it is pretty much a case of the blind leading the blind."

If this sort of condition is true in the ranks of wholesale salesmen how much truer it is among retail salesmen selling the ultimate consumer. In a retail store salesmen must handle thousands of articles and are busy from morning to night waiting on trade. It is difficult for them to educate themselves in the details of all the merchandise they have to sell. Therefore any help which can be given them shows results immediately and the additional knowledge gained reflects itself in the



# 96,000

## Big Yank Shirts Sold In 3 Weeks

### Advertising Published Only In The Detroit News

**B**IG YANK SHIRTS advertised in a wholehearted way through the one medium that covers the field thoroughly—The Detroit News—went over in an astounding fashion. In three weeks, 8,000 dozen (96,000 shirts) were sold by the Detroit distributors, Edson, Moore & Company, one of the largest wholesale dry goods concerns in the Central West, and which resulted in a 33% increase over any similar period.

Asked for the reasons back of this notable success, Vice-President Frederick Stockwell, of Edson, Moore & Co., said: "Big Yank comfort, Big Yank masculinity, and Big Yank durability, reinforced by the proper selling organization and indorsed by a substantial advertising campaign in The Detroit News, did the job."

This campaign is convincing evidence of what can be accomplished when proper merchandising is aided by Detroit News advertising.

It is possible through the columns of The Detroit News to sell all Detroit more economically than any other city anywhere approximating Detroit's size. One paper covers Detroit and suburbs—it's The News.

# The Detroit News

*Greatest Circulation Daily and Sunday in Michigan*



## Local Advertising Tells the Story

The biggest local advertisers in Cleveland use by far the largest share of their space in the EVENING papers.

These are the department and women's apparel stores, the leading 10 of which bought close to a half-million inches of space in the first eight months of 1923.

Four-fifths of their lineage during this period was carried by the two EVENING papers.

The five leading department stores did three-fourths of their advertising in the EVENING papers.

---

---

*Cleveland is an EVENING PAPER City*

---

---

The largest advertiser of all used twice as much space in The News as in both morning papers combined. The next largest used the EVENING papers almost exclusively, spending 20 times as much in THE NEWS as in both morning papers combined.

In Cleveland advertise in the EVENING—  
advertise in THE NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt, Inc., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



*and*

sales sheet. A conscientious clerk can and will learn more than he knows about his goods if someone will take the trouble and the pains to direct him. The fault isn't always with the man but with the lack of educational methods.

The training which the Napanee resale men receive is designed to accomplish two things. To make it possible for them intelligently to sell kitchen cabinets themselves where it was difficult to sell before and to provide the company's agents with educators who will visit them regularly and transmit their knowledge to the retail men on the dealers' floor.

Recently I had the heart-breaking task of searching for an apartment in New York. Two things impressed me in my hunt among the cliffs. One was the great number of people who could afford to pay the high prices asked and the other was the apparent lack of many well-known advertised articles which we have grown to believe are essentials in the American home.

In all the kitchens that I visited I did not see one kitchen cabinet. The reason could not be that the kitchens were too small, for the cabinet is a conservator of space and renders its best service where space is limited. I saw very few talking machines although I heard them round about me. I looked carefully for evidences of the newest electrical labor-saving devices such as toasters and percolators, but my search was not rewarded.

All of which is simply another proof that the word "saturation-point" means nothing.

### Puttee Campaign for Pacific Coast

Keyston Brothers, San Francisco manufacturers of leather goods, plan a campaign on puttees in Pacific Coast business papers. The account has been placed with the Berg Advertising Agency, of that city.

### E. H. Slaughter Joins Vanderhoof & Co.

E. H. Slaughter has joined the copy department of Vanderhoof & Company, Chicago advertising agency. Mr. Slaughter was formerly with the Chicago office of the J. Walter Thompson Company.

## Jarvis A. Wood Discusses the Work of Advertising

"Advertising is the life blood of any business," said Jarvis A. Wood, senior partner of N. W. Ayer & Son, speaking before a recent meeting of the Philadelphia Club of Advertising Women. "It not only creates demand and sells goods but it creates good-will and has led to the popularity of many a commodity that otherwise would have remained in obscurity," Mr. Jarvis continued. "A person acquires the bulk of his information from the printed page and advertising by any other method without the use of the printed page is a mere waste of money."

"Advertising causes another to know, remember and do, and when you get a person to do a certain thing you have struck the target. Selling and telling are very old terms, but you can't have good selling without good telling and telling means advertising." Mr. Wood stated that the consumer is the principal factor to be considered. He also pointed out that women do more buying than men. "Therefore," he explained, "by consumer I mean the woman. Every commodity on the market today has been made expressly for her and to win the consumer's favor is to win all."

Mr. Wood advised against too much stress being laid upon the cheapness of an article. "An article advertised as being very cheap leads the prospective buyer to believe that there is something wrong with the article," he concluded.

## Forms Printing Business in St. Louis

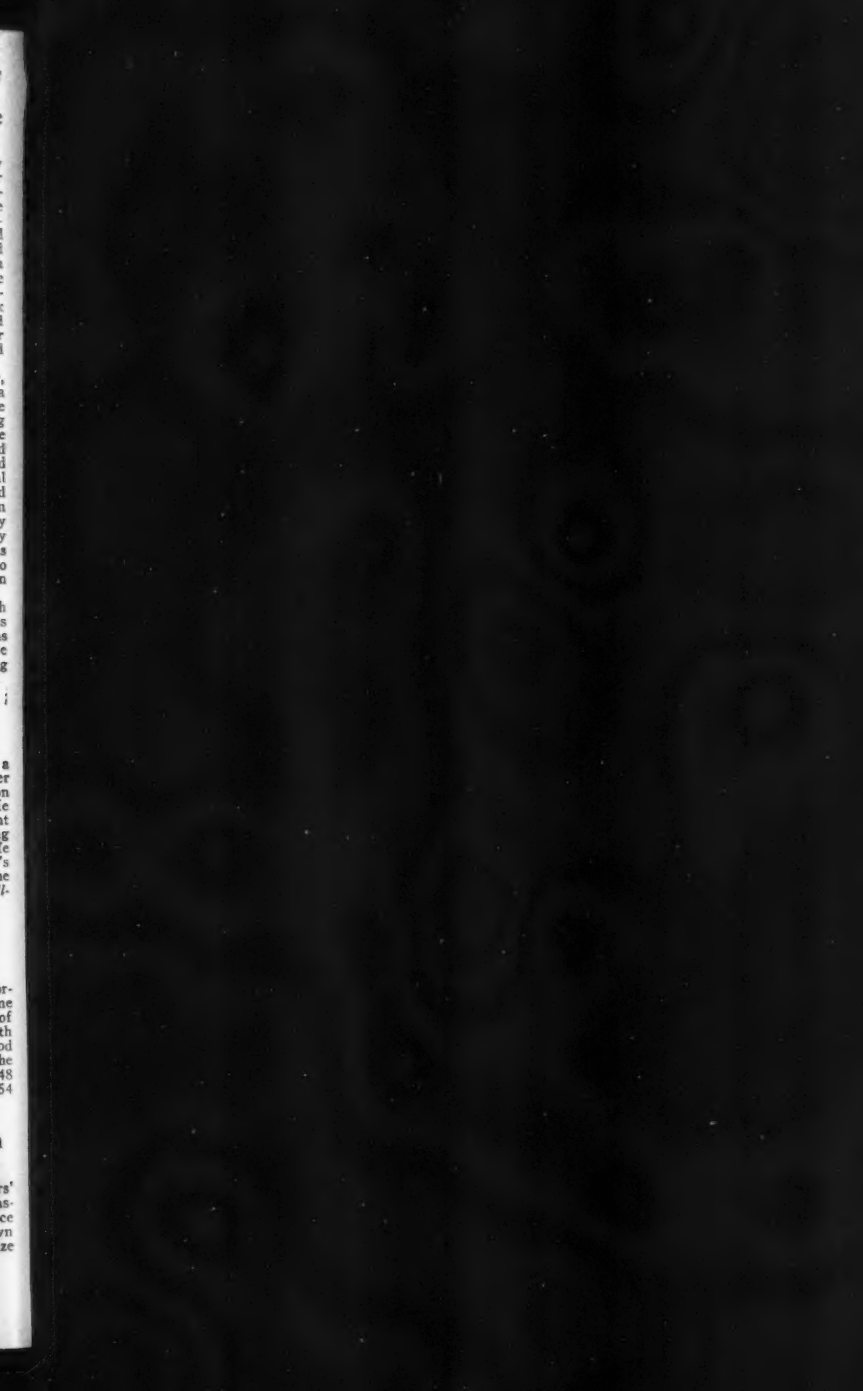
Walter S. Donaldson has formed a printing business in St. Louis under the name of the W. S. Donaldson Printing & Lithographing Company. He was for a number of years vice-president of the National Printing & Engraving Company of Chicago and St. Louis. He also was manager of the company's plant in the latter city. At one time Mr. McDonaldson was with *The Billboard* at New York.

## Stewart-Warner Earnings Larger

The Stewart-Warner Speedometer Corporation, Chicago, for the first nine months of 1923 reports net earnings of \$5,547,994 after taxes as compared with \$3,514,078 in the corresponding period of the previous year. Earnings for the third quarter are given as \$1,608,648 after taxes, as compared with \$1,657,554 in the third quarter of 1922.

## Publication for Saskatchewan Grain Growers

The Saskatchewan Grain Growers' Association, with headquarters at Saskatoon, Sask., is about to commence publication of an official organ known as *The Progressive*, a weekly of the size of a seven-column newspaper.



a  
e  
g  
d  
l  
n  
y  
s  
o  
n  
h  
s  
e  
g

a  
er  
n  
e  
at  
g  
e  
s  
ne  
l-

er-  
ne  
of  
th  
od  
he  
48  
54


s'  
is-  
ce  
rn  
ze

R  
20

on  
th  
ci

m  
m  
d  
p





*Painted by F. R. Harper for Story & Clark. Copyright 1923*

RUGGLES & BRAINARD, INC.,  
200 FIFTH AVENUE, NEW YORK CITY, N. Y.

July 31, 1923

*Gentlemen:* Our advertising in The Quality Group has proven one of the most profitable investments we have ever made from the standpoint of securing the leading dealers in the larger cities of the country.


Needless to say, we heartily endorse The Quality Group as a most excellent advertising medium in which to conduct a continuous campaign.

Very truly yours,  
STORY & CLARK PIANO  
COMPANY

(Signed) R. A. BURKE,  
*Advertising Manager.*

**When the Power and the  
Prestige and the Influence  
of the six great publishing  
houses of The Quality Group  
get behind a Quality Prod-  
uct something is bound to  
happen.**

*Placed by JOHN RAYBOURNE BAILEY  
QUALITY GROUP INSERTS are printed by  
ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."*



CAN you blame us for showing another charming Hole-proof girl?

We are very proud of the great success of the HOLE-PROOF HOSIERY Co. in

*Every Spring  
and every Fall  
since 1915 in  
The Quality  
Group*

## THE QUALITY GROUP

ATLANTIC MONTHLY    REVIEW OF REVIEWS  
CENTURY MAGAZINE    SCRIBNER'S MAGAZINE  
HARPER'S MAGAZINE    WORLD'S WORK

© H. H. Co.

COLE & PHILLIPS

*Placed by LORD & THOMAS  
QUALITY GROUP INSERTS are printed by  
ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."*

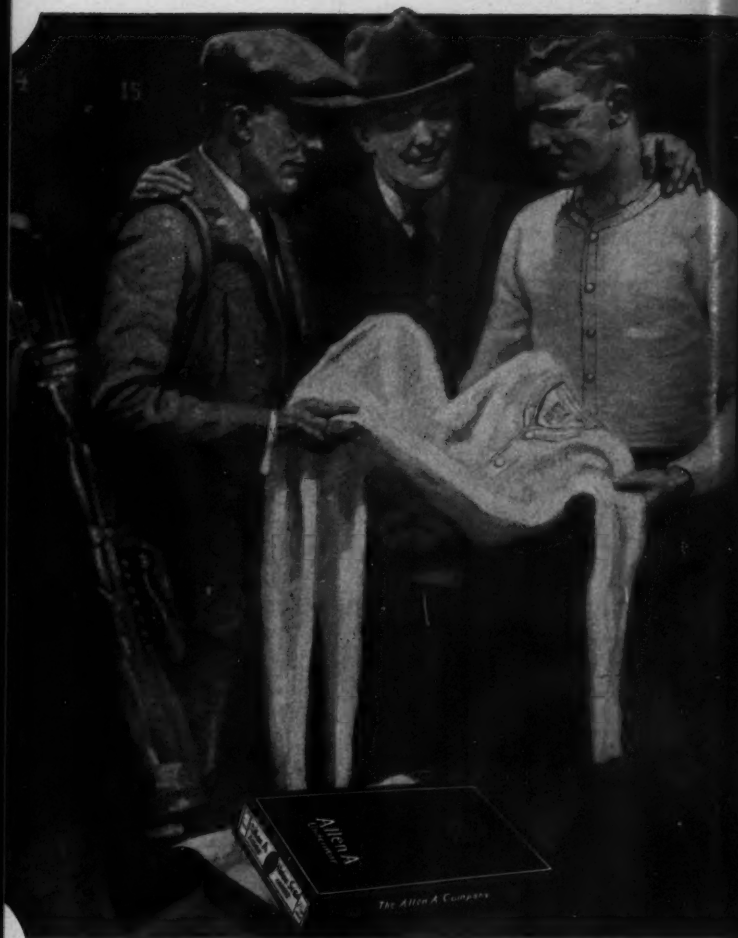
PRINTERS' INK



It's a Fownes—that's all you  
need to know about a Glove

*Placed by GARDNER-GLEN BUCK CO.  
QUALITY GROUP INSERTS are printed by  
ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."*

PRINTERS' INK



Allen A Underwear in  
**THE QUALITY GROUP**

ATLANTIC MONTHLY  
CENTURY MAGAZINE  
HARPER'S MAGAZINE



REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE  
WORLD'S WORK

**Ruggles & Brainard Inc.**  
**Color Pages**

200 Fifth Avenue, New York

Placed by THE GEO. L. DYER CO.  
QUALITY GROUP INSERTS are printed by  
ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."



M

Ref

A

as r  
istic  
is v  
men  
hou  
exal  
One  
to  
cons  
reas  
indi  
tion  
that  
mist  
are  
follo  
g e n  
wou  
trary  
cons  
and

"C  
too  
too  
hand  
see  
mag  
paper  
man  
sales  
we p  
give  
most  
have  
h a n  
raph

"It  
take,  
sales  
fact  
the  
ing,  
inher  
adde

Th  
sona  
camp  
the p

# Making Use of Aristocracy in the Layout

Refinement in Advertising Is Not Retarded by What Is Advertised, Although It Must Reflect Utilitarian Objectives and Remember Its Market

By W. Livingston Larned

ADVERTISING, in its purely physical sense, is divided into as many classes as the characteristics of man himself. The range is wide, taking in every department, from the purposely "rough-house," to the most exalted royal raiment. One is not accustomed to taking this into consideration, nor the reasons back of each individual classification. It is due to this that many obvious mistakes of judgment are made by those who follow advertising in general, and who would set down arbitrary rules as to what constitutes the good and the bad.

"Our advertising is too rough-and-ready, too barren of the handsome elements I see on every side in magazines and newspapers," complained a manufacturer to his sales manager. "Can't we polish it up a bit; give it the class atmosphere? Can't we have finer art and handsome typography?"

"It would be a mistake," warned the sales manager. "Keep in mind the fact that we are not appealing to the wealthy, to the discriminating, to the people who have an inherent love for subtlety and added refinements."

The president insisted. He personally directed a trade magazine campaign, and glazed it over with the polish and veneer of fastidious

physical ornamentation. These advertisements were a failure.

The most commonplace, the most rugged material may be handled with artistry and discretion, but fundamentally, they should



## DANERSK EARLY AMERICAN FURNITURE

*The new Salem group—the most original and livable done in years*

ARCHITECTS of today are designing delightful houses that embody the best traditions of this country. When you ask for a room in the style of, Macintosh or one of the earlier rooms of old Salem, you would get it with all its charm and quietness. But what about the furniture? If you found the modern productions of today placed in one of these rooms, would you recognize them as treasures so precious? Hardly! But if, in a search through New England, you chanced upon some pieces from the Danersk Salem group in the King, Hopper Mansion of Salem, you would recognize them instantly as something magnificently appropriate, things you would long to possess and would treasure for years to come. The secret is not in the fact that we have merely copied some antique, but that we have studied every detail of construction and pattern, every line that is fine and classic, and it has been made by

the best joiners, trained in Scotland and England under the same system of apprenticeship that produced the fine shapes of the past.



*Salem Writing Desk and the Bed Chair*

The headboard of the Danersk Salem Bed has the quiet wings known as an old New England style. The foot is low, to give space and dignity to the



*The Danersk Salem Bed—a reproduction in furniture design*

ERSKINE-DANFORTH CORPORATION

1 WEST 17th STREET, NEW YORK CITY  
311 NEWBURY AVENUE, BOSTON, MASSACHUSETTS

room. The bed-table is a new departure, based on old traditions, for it is of "tapering" type, with deep bed, and carries on either side of the bed with arms. This bed-table—with its added convenience and charm—is a definite contribution to furniture design. This is an exclusive Danersk feature.

You will be charmed by the beauty of the wood, Gaily Maple and White Walnut, finished in a soft, warm, stained to deep, lustrous, rich tones, like the natural Connecticut cherry, and border designs from an old Dutch Chest!

This important new group, together with the other charming groups of Early American pieces—as well as decorative furniture—may be seen in their entirety in our sales rooms in New York and Chicago, or purchases can be made through any department. Call now and see all of the pieces of these groups. Prompt delivery of your selections can be made.



*The Danersk Salem Bed—see reproduction in furniture design*

A RESERVE IN TEXT AND ILLUSTRATION THAT IS IN KEEPING WITH THE PRODUCT IS EVIDENT

always keep in mind the greatest body of prospects.

There has come into being a certain aristocracy of advertising, which at once bears the stamp of the exclusive. It bears practically none of the accepted forms and earmarks of advertising in general. It refuses to mix in with the common herd.

It is not foppish, but it comes of a "fine family," and is always conscious of the fact.

It could no more make its appearance in public in anything short of full dress, than would you attend a banquet in overalls.


Consider a magazine advertisement having the headline:—"Danersk Early American Furniture" reproduced herewith. In this advertisement the Erskine-Danforth Corporation wishes to call to the attention of a discriminating public, its very fine "Salem group" furniture. A reading of the first few paragraphs of text gives ample insight into the entire spirit of the advertising.

There is a certain delightful reserve in this text, that is in absolute keeping with both the product and its audience. But it is not alone in the text that this aristocracy is sustained. The composition of the pages, the quiet, restful, rather unobtrusive character of the illustrations, and the absence of formal borders and a hundred and one odds and ends of insignia, nameplate, trademark, etc., all unite to put the advertising in "dinner dress."

These well-bred displays never attempt the clever, the aggressive, the novel in idea. They are content with a reserved showing of goods and a discussion of them which is noticeably restrained.

The Erskine-Danforth composition meets all of these requirements and is typical of its class. The dainty, perfectly appointed pen-and-ink study at the top, in small size, with its atmosphere of those old times, and the well-mannered type display beneath, suggest editorial manner. The advertisement might be an article, although no trickery is apparent, since the firm name is frankly given, and in a conspicuous place. There is no intent to deceive. It is first, last and always an "advertisement."

**EARLY ENGLISH FURNITURE ON EXHIBITION.**—Mr. Vernay has recently concluded the purchase abroad of several important collections of English Period Furniture. The specimens included are expressive of the very highest achievements of the Master Craftsman, and many of the examples secured have an additional prestige due to their acquisition from notable private collections.



*One of a superb pair of front-and-back chairs made in England, circa 1700.*

# Vernay

BY ORDER OF THE LONDON AND NEW YORK OFFICES

NEW YORK, 36 and 32 East Fourth Street  
LONDON, W., 312 Piccadilly

"IT'S ALL IN THE WAY IT'S DONE" THAT GIVES THIS LAYOUT DIGNITY AND CHARACTER

It doesn't know how to be obvious. Its head is erect and its diction perfect. It sets its stage handsomely and with exceedingly good taste. It is never over-emphatic or excitable or "off its guard" socially.

For the most part, it avoids any too marked resemblance to the "rabble," and it much prefers to wear at least a partial disguise. In a number of its physical features, it is not averse to absorbing and reflecting the atmosphere of its own de luxe catalogues and brochures. If it appears to bend a little too far over in one direction, the lapse is quite unintentional.



# The World



## First!

**F**OR many years the Financial Advertisers of the country have placed their business on what they elected to describe as a "class" basis.

At the end of the first nine months of this year only two New York morning newspapers show a gain in Financial Advertising. **THE WORLD** is one of them, with an increase of 32%. The only other paper to gain registered an increase of 13%.

**THE WORLD** was the *only* morning paper to show a September gain in Financial Advertising against a loss for the field of 70%.



MALLER BUILDING CHICAGO    PULITZER BUILDING NEW YORK    FORD BUILDING DETROIT  
MARKET AND THIRD STS. TITLE INSURANCE BLDG.    LOS ANGELES, CALIF.  
SAN FRANCISCO, CALIF.    SECURITIES BUILDING SEATTLE, WASH.

Three columns of neatly arranged type are broken intermittently by formal, squared-off halftones, such as one might find in a catalogue. There are no interjections of sub-heads, and no attempts at selling emphasis.

We believe that it is in the absence of the conventional things that such campaigns lay claim to

instances of much ado about nothing of great consequence. Advertising such as that of Danersk furniture avoids this danger. An absolute minimum of elements is employed and these with artistic discretion.

In another mood, but of equal significance in any discussion of this character, is the present style of Seth Thomas clock advertising.

Again the somewhat editorial style of make-up, but yielding, at points, to certain conventions of display, such as interesting little vignette illustrations branching out from one large, main full-color picture. A decorator writes the text and signs it, much after the fashion of a reading article by a distinguished critic of such matters.

There are no borders in this type of Seth Thomas appeal, no flagrant changes of type faces, no intrusion of the numerous non-essentials which advertisers are apt to look upon as parts of the machinery.

The product need not necessarily be one of an exclusive appeal. Refinement in advertising is not retarded by what is advertised, although it

must reflect utilitarian objectives and remember its market.

The manufacturer today has a keener appreciation of the advantages which invariably follow constructing a certain atmosphere for a certain prospect. If a Johns-Manville asbestos shingles display must go into certain types of publications, read by affluent people, the copy talks their language and is physically adapted to their habits of thinking.

The advertising of Fisher  
(Continued on page 77)

**PACKARD**  
SINGLE-SIX

It has to be a pretty good Yankee car that can overcome my usual prejudice, but when after doing that it comes to the 12 has with its incomparable low in possession, then I can assure you it is something right out of the common run.

The Single-Six Packard runs (in England) something under nine hundred pounds, and is, in my humble opinion, as near being the very best car in the world as makes no difference. This is heavy praise, I know, but it can't be helped—I must speak as I find.

I've had better and one of these cars. I would like to drive a small Coventry and Birmingham and Manchester, and other places where motors are usually made, and take British managing directors out for a run, just to show them, you understand.

The plan fact is that this is a car in which I simply cannot find a fault.

It is as close as an angel, but goes like the very devil. It is supremely well sprung, it is uncommonly silent, it is a snare on wheels, it gives no heavier than a soap of clouds

model, it drives like a champagne, in short, it just does anything that is desired, and does most things a good deal better than you would think possible.

Mind you it is not one of these undergeared contraptions, for without any fuss or flurry it will do its modest seventy on the level, nor has it got a huge engine, yet it will do White Hall, Harley, with four up, at a maximum of twenty-five miles an hour. The handbrake brings it down to about fifty-five. The Single-Six is, of course, not to be confused with the Twelve-Six.

Yes, believe me, people, the six-cylinder Packard is a very wonderful car indeed. I wish it were made in this country, and I can't for the life of me see why it shouldn't be, though owing to the higher cost of raw material over here it would naturally come out more expensive.

I heartily wish the Packard were British.

It is easily amongst the first half-dozen best cars in the world, as a figure which has hitherto been associated with, comparatively speaking, mediocrity.

—Reported from The Editor, London, England, second of April 1923.

ALL THE WAY WHO DRIVE SIX

FORMALITY OF BORDER AND TYPE MAKE FOR  
QUALITY HERE

their aristocracy. They do not intrude the commercial beyond a certain carefully defined point. They are "showrooms" but in a modest mood.

The claim is often made that modern advertising acquires too many knick-knacks in the shape of disturbing marks and symbols and sub-heads and heavy-handed emphasis ideas, for its own good. Advertising thus becomes cluttered. There are so many different points of eye interest. There is constant distraction and many

# Hardwarebuyers' Ave.

Hardwarebuyers' Avenue — or otherwise expressed, the advertising pages of Hardware Age—is the main business thoroughfare in Hardwaretown, used constantly by worthwhile buyers of hardware and kindred products.

It will pay you to put your showroom there. The "rents" are moderate and the returns are high. Read what one of the investors in this advertising avenue wrote recently:

*"As a result of our advertisement we have already received replies and inquiries and orders from sections covering one-half the United States."*

*The  
national  
news-business paper  
of the hardware trade*

Read by hardware retailers  
and wholesalers in every section of  
the country—and on their paid subscription.

**HARDWARE AGE**

239 West 39th Street

New York, N. Y.

**W**HERE can you find another type of retailer that is regularly serving 10,000 families in a city of 28,870?

Eads Brothers Furniture Company, of Fort Smith, Arkansas, do this. They cover a radius of 300 miles territory (wholesale and retail), and employ 35 people in their establishment.

They use five motor trucks to take care of deliveries.

In one year's time Eads Brothers do a total volume of \$600,000.00 worth of business. Their buyers attend the furniture expositions in both Grand Rapids and Chicago twice a year.

This store is a splendid example of the kind of retail establishment maintained by the furniture and home-furnishings retailers who are working toward an era of Better American Homes.

These retail outlets endeavor to carry on their floors everything that is included under the classification of furnishings for the home.

Perhaps your product will not be found there. *Have you told these merchandisers about it?*



*Charles B. Eads*

President

EADS BROS. FURNITURE COMPANY

The president of this organization, Mr. W. N. Eads and eight employees in the Eads Bros. store are regular readers of The Grand Rapids Furniture Record.

**The Grand Rapids**  
G R A N D R A P I D I

(Reprints for data files will be forwarded on receipt)

Here a  
Compan

Aquarium  
Bassinets  
Baskets  
Blankets  
Pages (b)  
Landlest  
Carpets  
Carpet S  
Carriage  
Casters  
Chests  
Chinawa  
Curtains  
Desks (o  
Draperie



Here are but a few of the items that Eads Brothers Furniture Company supplies their community with:

Aquariums (reed)	Ends (book)	Refrigerators
Bassinets	Furniture (juvenile)	Rods (curtains)
Baskets	Furniture (every kind)	Rugs
Blankets	Hampers (clothes)	Screens (all kinds)
Cages (bird)	Ladders (step)	Shades
Candlesticks	Lamps (every kind)	Springs
Carpets	Linoleums	Stools
Carpet Sweepers	Mats	Stoves (coal and wood)
Carriages (baby)	Mirrors	" (coal and gas)
Castors and slides	Novelties	" (gas and electric)
Chests	Mattresses	" (gas and fireless)
Chinaware	Pedestals	" (oil, cook, heaters)
Curtains	Phonographs	Swings
Desks (office)	Pillows	Velocipedes
Draperies	Records (phonograph)	

# idurniture Record

D I C H I G A N

forwa receipt of executives' requests)

# DETROIT

*The World's Largest Producer of*  
**Adding Machines**



**T**HE Fourth City is first in the production of adding machines. The Fourth City is also first in the manufacture of some forty other articles of commerce, in addition to its internationally-known supremacy in the manufacture of things automotive.

Diversified industries guarantee uninterrupted progress and prosperity.

And in this huge market, The Detroit Free Press—the only newspaper that permits the advertiser to say “Good Morning” in Detroit—intensively and satisfactorily covers the field.

## The Detroit Free Press

*Advertised by Its Achievements*

Foreign Representatives

VERREE & CONKLIN, INC.

New York

Chicago

Detroit

San Francisco

bodies is a lesson in the aristocracy of atmosphere.

Vernay displays have always possessed these qualities, although they are little more than the most discreet of drawn borders, a square of type, a single object, scientifically placed in the composition. It's "all in the way it's done." These very same ingredients, placed otherwise, in any one of a dozen possible compositions would at once commercialize the advertisement.

When Packard cars are advertised in certain journals, there is a quiet quality of dignity, although all Packard advertising is in a sense, "aristocratic." The very formality of border and type and the utter absence of familiar odds and ends, make for quality.

A silk purse may not be made from a sow's ear, and products which are inherently rough-and-ready, appealing to the masses, as we have intimated, should not "put on lugs" beyond a certain point, but advertisers periodically find that surrounding the article, whatever its heritage or purpose, with "dinner-coat" atmosphere, serves a useful purpose.

Those products which literally demand an exclusiveness of advertising environment are doing it very well indeed just now.

### Jaynex Account for Herbert M. Morris

D. Jayne & Son, Philadelphia manufacturers of Jaynex, a cough remedy in tablet form, have placed their advertising account with the Herbert M. Morris Advertising Agency, Inc., of that city. Newspapers in selected territories are being used.

### Real Estate Account for Behel & Harvey

The Behel & Harvey Advertising Agency, Chicago, has been appointed to direct the advertising of Baird & Warner, Chicago, real estate, bonds and mortgages. Newspapers and class publications will be used for this account.

### "Japan Times" Appoints American Representative

The *Japan Times*, Tokio, has appointed the World Wide News Association, New York, as its American advertising representative.

### Air-Way Electric Account for Fred M. Randall

The Air-Way Electric Appliance Corporation, Toledo, manufacturer of vacuum cleaners and radio supplies, has appointed The Fred M. Randall Company, Detroit advertising agency, to handle its account.

Other accounts placed with this agency include the American National Company, and the Toledo Metal Wheel Company, both of Toledo, also the Artificial Ear Drum Company, and Sand's Level & Tool Company, both of Detroit.

### Advertising Aims to Popularize Imported Fabric

An advertising campaign to promote the use of an imported fabric from England in the manufacture of women's sport clothes is being conducted by S. Stein & Company, woolens, New York. The fabric, which is sold under the trade-mark, "Cragmoor," is being advertised in business publications. The Armand S. Weill Company, Buffalo advertising agency, is directing this campaign.

### Norman Pierce with "The Nation's Business"

Norman Pierce has joined the Cleveland office of *The Nation's Business*, Washington. He will be associated with Clyde A. Stevens in the Central territory. Mr. Pierce was formerly with the Buffalo office of Barton, Durstine & Osborn, Inc. More recently he has been with *The Scientific American* covering the Central territory.

### National Commission to Meet at Columbus, O.

The National Commission of the Associated Advertising Clubs of the World will hold a meeting in January at Columbus, O., as guests of the Columbus Advertising Club. The exact date will be announced about one month in advance.

### New Accounts with Harry C. Maley Agency

The Beacon Tire & Rubber Corporation, Beacon, N. Y., manufacturer of Beacon and Nomad tires, and the Peoples National Bank, Stamford, Conn., have placed their advertising accounts with the New York office of the Harry C. Maley Company, advertising agency.

### Livestock Show Advertised

Newspapers, farm papers, outdoor and direct-mail advertising are being used in a campaign on the American Royal Livestock Show which is to be held at Kansas City, November 17 to 24. This campaign by the Kansas City Stockyards Company is directed by the Baxter Advertising Company, Kansas City, Mo.

# How the Federal Trade Commission Curbs False Advertising

As Part of Its Work to Protect the Public from Imposition It Inquires into Complaints on Advertising and Acts upon Such Complaints

*Special Washington Correspondence*

THE latest report of the Federal Trade Commission shows that five formal complaints directly concerning false and misleading advertising were served between August 13 and October 1, last. One order to cease and desist was served on a manufacturer charged with false and misleading advertising. Two other formal complaints dealt with lotteries conducted by retail tailors, and three were issued against manufacturers and jobbers for misbranding.

One of the complaints of false and misleading advertising, and the three concerned with misbranding apparently deal with trade evils, practices that have become too general to be considered deliberate attempts to defraud. It is interesting to note here that thirteen industries, each represented by an association or a committee of leading manufacturers, have called on the Commission to rid them of similar practices, such as the advertising of misleading guarantees, misbranding, and false claims of various kinds.

During recent weeks, the Commission has issued several complaints against manufacturers for labeling as "shellac" compounds which did not conform to the accepted definition. So the complaint against the manufacturers of Mongol Shellac is apparently one item in an attempt to rid the industry of a rather general practice.

The complaint states that shellac or shellac varnish, as commercially known, "is a product composed solely of genuine shellac gum dissolved in alcohol, and is so understood by jobbers, dealers and the purchasing public." It also charges that the respondents manufacture and sell through the usual channels

"throughout the States of the United States by means of traveling salesmen, advertisements and otherwise, a product not composed wholly of genuine shellac gum dissolved in alcohol, which product the respondents represent to the purchasers thereof to be pure shellac or shellac varnish, and which product and the containers thereof, they label, brand and advertise as 'Mongol Shellac' without indicating in any way whatever on such labels, brands and advertisements that such product contains any other gum, ingredient or substitute for gum, than genuine shellac gum."

## PUBLIC MAY BE MISLED

The complaint then claims that the representations concerning the product, and the labels, brands and advertisements are false and misleading, and have the capacity and tendency to mislead and deceive the trade and the purchasing public into the belief that the product is composed wholly of shellac gum dissolved in alcohol.

In answer to this complaint, Baer Brothers show a commendable willingness to discard a trade practice which does not conform to the best business practice. They state that they have always sold the brand concerned on its merits, and that they did not believe they were acting in violation of a section of the Federal Trade Act. They further state that "in view of the technical question that has injected itself into the matter and to avoid any controversy, we have decided to discard and discontinue our present trade name and label on this material and adopt a new system of labeling in connection with our shellac products, effective at once."

Their system seems eminently fair, and appears to offer the industry an excellent basis for establishing standards of shellac



# In Persia

THE Oriental rug maker makes certain that no fabric leaves his loom *absolutely perfect*. He knows there is none perfect but Allah. A mere mortal presuming to perfection might be struck down by a jealous deity for his audacity.

We are not superstitious. We would gladly do perfect work if it were possible. We have never printed a perfect piece of work. We have never even seen one.

If you want perfect printing, don't come to us. If you want the best that our skill and knowledge and patience can produce, we are at your commands.

## Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

products. It follows, as stated in the answer:

"Shellac Varnish composed wholly of genuine shellac gum dissolved in alcohol will hereafter be labeled by us as Bruin 'Strictly Pure' Shellac. Shellac Varnish containing less than fifty per cent adulteration will be labeled Florentine Shellac with the word 'compound' printed across the face of the label in large letters. Shellac Varnish containing more than 50 per cent of adulteration will be labeled Baerlac Substitute Shellac."

The practice of labeling or stamping silverware and silver-plated ware made in this country with some designation containing the word "Sheffield" has been prevalent for many years. Its extent is indicated by the fact that the Federal Trade Commission served three complaints regarding the practice on the same day. The respondents, Jacob Busch, Ontario Silver Company and Samuel Bernstein, Inc., are charged with either buying and selling or manufacturing silver-plated ware, cutlery and similar commodities, on which they have stamped or impressed, or caused to be stamped or impressed the word "Sheffield," or a designation containing the word.

#### AUTHORITATIVE DEFINITION GIVEN

The complaints are especially valuable because they carry an authoritative definition of the brand. They state that for many years prior to the use of the word by the respondents, the city of Sheffield, England, had been and still is quite generally regarded as being the largest producing area of silverware and silver-plated ware in England and the centre of the silver industry of that country.

"Silverware and silver-plated ware," the complaints continue, "made by the silversmiths of Sheffield, England, have been for many years and still are highly regarded by the trade and public in the United States, England, and other countries, as of uniform, reliable and dependable quality. The

words, 'Sheffield Silver,' 'Sheffield Plate,' and 'Sheffield Silver-Plated Ware,' when used in connection with silverware or silver-plated ware have long since come to signify and denote to a substantial portion of the public that such silverware and silver-plated ware were manufactured in Sheffield, England, and is of the quality which has become associated with that name and industry; and to another substantial portion of the public these words . . . have come to signify and denote . . . that the silverware and silver-plated ware in connection with which such words are used is of a quality superior to silver-plated ware in connection with which such words are not used, or is of the quality both in appearance and durability that characterized the original silverware and silver-plated ware made by the silversmiths of Sheffield, England, and known as 'Sheffield Silver' and 'Sheffield Plate.'"

Then the complaints explain at length how and why the use of these words by the respondents on their goods has the tendency and capacity to mislead the trade and the public, and pronounced such acts as being to the prejudice of the purchasing public and of the competitors of the respondents and to constitute unfair methods of competition.

Another case of goods branded in a manner to suggest that they were imported caused the Commission to serve a formal complaint against Katz & Davidson, New York City. The Commission relates that for more than three years there has been imported into this country a certain cotton fabric manufactured in England and called and sold under the name of "English Broadcloth," that our manufacturers of men's shirts have manufactured men's shirts from the material, and that such shirts have acquired a wide popularity and are in great demand.

The complaint charges that for more than a year the respondents have manufactured and sold to wholesale and retail dealers "shirts

# You Can Capture the New York Market

Successful merchandisers frequently start their advertising campaigns in Brooklyn.

The results of such experiments have taught them the way to the heart of New York City.

The Brooklyn market is easily acquired because of its compact area.

Send for complimentary copy of  
"Try Brooklyn First"

## The Brooklyn Daily Eagle

O'MARA & ORMSBEE

*Representatives*

Chicago

New York

San Francisco

## More and more difficult to dominate—



Each of these packages is a distinct achievement in a difficult art. Perfection in design and reproduction enables each to speak for itself against keen competition.

**N**EW packages—better packages—almost every time you enter a store. Shelves crowded with *direct consumer advertising*. Powerful silent salesmanship that makes the final appeal.

This keen competition is rapidly raising the premium on display space. Products that might have gained favor once, go under the counter now! You must *earn* a place on the front shelf. Dealers know its value because it shows on their books, just as it does on yours.

A winning package—a design that sells dealer and consumer alike—is not picked out of the air. It can result only from painstaking study of modern retailing psychology.

In nearly every commercial line, packages designed by the Robert Gair Company are proving that certain fundamentals determined by test

# More and more profitable when you do



Store patrons today buy more and more on sight. "Here's the one I want," they say, or "Let me try that." Quick turnover is more and more dependent on dominant package design

and applied with practical art will outsell competition. Gair designs embody the experience of 60 years' successful cooperation with scores of prominent manufacturers.

Gair service covers every essential for package merchandising: Folding boxes; Labels; Lithography; Corrugated and Solid Fibre Shipping cases.

Our latest booklet, "Testing the Merchandising Value of a Package," presents in detail certain vital aspects of the growing problem—and the growing opportunity—that manufacturers face today. Send for a copy.

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO · PHILADELPHIA · BOSTON · BUFFALO

made from materials manufactured in the United States, to which said shirts and upon the containers in which they are packed, respondents have caused to be affixed labels bearing the words 'English Broadcloth' and representing said shirts to be made of the material." The complaint then relates that in their price lists, catalogues and advertising material the respondents have listed and described their shirts as being made of English Broadcloth, condemns the practice in the usual terms, and invites the respondents to a hearing of the Commission to defend their practice and to show cause why an order to cease and desist should not be entered against them.

There is no doubt but that practices of this kind have discouraged a number of foreign manufacturers from advertising in this country. And in protecting the public against this kind of imposition, the Commission is also offering the foreign manufacturer an opportunity to merchandise his goods in this country on a fair and honest basis.

During the last few years several conspicuous successes in selling widely advertised articles from door to door have given impetus to this form of merchandising, and many questionable schemes have handicapped the honest concerns in this field. Recently, after investigation, the Commission entered a formal complaint against E. W. Lynch, doing business under the name of Pure Silk Hosiery Company, with his principal place of business in Worcester, Mass., basing its complaint on a single statement of the respondent's advertising.

The complaint states that the Pure Silk Hosiery Company sells its products through agents and house-to-house canvassers, supplying such salesmen with catalogues, order blanks and advertising literature upon all of which is conspicuously printed the name of the concern and the slogan, "From Mill to Consumer." The complaint points out that this practice is unfair to the respondent's competi-

tors and an imposition on the public, since the respondent neither owns nor operates any mills, but buys his goods' from manufacturers.

#### ATTITUDE ON ADVERTISING INDICATED

In its analysis of this practice, the Commission plainly indicates its attitude toward all misleading advertising. It contends, in the complaint, that the slogan "has the capacity and tendency to mislead and deceive the public into the belief that the 'Pure Silk Hosiery Company' is a business concern which operates a mill or mills in which the hosiery sold by respondent is manufactured; that said concern is therefore able to sell said hosiery to the ultimate consumer at mill or wholesale prices and at a price substantially less than that demanded by the retailer in the ordinary course of trade for hosiery of similar quality, and to induce the public to purchase said hosiery in that belief in preference to hosiery of similar kind and quality offered by retail dealers in the regular course of trade."

Thus the Commission rules that it is not the exact wording of an advertisement, but the implication of the wording that determines its legality. The practice of the Pure Silk Hosiery Company does not conform to the expectation or supposition of the purchaser after she has read the slogan. While the respondent actually does buy goods from the mill and sells them to consumers, the Commission finds that the publication of that fact with the slogan "From Mill to Consumer" is misleading and to the prejudice of the public and respondent's competitors.

Another recent complaint deals with the question of silk hosiery and is one of many of the kind served by the Commission during the last year or two. The Commission finds that the Brown-Phelps Hosiery Company, of Philadelphia, is engaged in the manufacture of hosiery and its sale to wholesale and retail dealers, and

(Continued on page 89)

7, 1923

n the  
either  
s, but  
nufac-

ICATED

actice,  
icates  
eading  
n the  
"has  
o mis-  
e into  
Silk  
siness  
ill or  
ld by  
e that  
ole to  
imate  
esale  
ntially  
y the  
se of  
qual-  
ic to  
t be-  
y of  
ed by  
ourse

rules  
rding  
e im-  
t de-  
actice  
pany  
ecta-  
pur-  
the  
t ac-  
n the  
mers,  
the  
n the  
mer"  
udice  
lent's

deals  
sinery  
kind  
uring  
mis-  
helps  
phia,  
cture  
to  
and







Cleveland is  
an EVENING paper town—  
the PRESS makes it so!

62% of all the daily newspapers  
published in Cleveland are  
EVENING papers, and  
38% are morning papers.

With a total circulation of over 200,000, the PRESS has 45,000 more CITY circulation than any other Cleveland daily newspaper, and is the National Advertiser's BEST BUY in the "Cleveland Market."

**The Press**  
*First in Cleveland*  
A Scripps-Howard Newspaper



## The Cleveland **PRESS** has

*T*HIS is Cleveland's greatest group of Cleveland quality buyers. 160,000 **PRESS**' go into more than 212,691 homes in Greater Cleveland every night—one **PRESS** to every 1.3 families. *Oh merchant, Greatest Home-coverage!* During the first month of months of 1923 the **PRESS** carried 42% of their advertising. Local Display advertising appearing in circulation



**over 200,000 circulation!**

of Cleveland daily newspapers—1,400,000 lines  
 into more than that in any other Cleveland daily  
 ever. National advertisers who wish to sell  
 merchandise in "The Cleveland Market"  
 should do as their dealers do—concentrate  
 % of their advertising in the PRESS—over 200,000  
 in circulation, 80% in Cleveland! ☺ ☺ ☺



## Over 200,000!

The average daily circulation of the CLEVELAND PRESS for the six months ending Sept. 29, 1923, was 201,331

—a GAIN of 18,783 over the same period in 1922, and 4,347 in excess of any other Cleveland daily's similar gain.

**The Press** has 45,000 more CITY circulation than any other Cleveland daily newspaper; is read by 94% of all the English-reading people in Greater Cleveland, and is

*Nationally Represented By*  
**ALLIED NEWSPAPERS, INC.**  
52 Vanderbilt Ave., New York

With branches in

Chicago  
Cincinnati

Cleveland

San Francisco  
St. Louis

**The Press**  
*First in Cleveland*  
A Scripps-Howard Newspaper



No

tha  
ha  
fa  
pa  
co  
o  
oth  
be  
the  
Ho  
sen  
po  
clo  
is  
fib  
riv  
wo

the  
hos  
pul  
in  
wit  
cat  
adv  
hos  
"S  
Pla  
lar

U  
ele  
def  
illu  
tue  
pra  
has  
as  
mis

unc  
cha  
mo  
co  
for  
afo  
wo  
cun  
and  
cei  
pul  
spe  
pos  
fro  
and  
or  
and  
to  
bel

I  
to  
rav

that for about a year the company has packed certain hosiery manufactured and sold by it, "consisting partly of silk derived from the cocoon of the silk worm and partly of vegetable fibre and material other than such silk, in containers bearing labels upon which appear the words 'Special Thread Silk Hosiery' or other phrases representing said hosiery to be composed of such silk without disclosing the fact that said hosiery is in part composed of vegetable fibre or other material not derived from the cocoon of the silk worm."

The complaint mentions that the respondent advertises this hosiery to the trade in various publications and magazines, and in correspondence and dealings with its dealer customers uses catalogues, price lists and other advertising literature in which hosiery is listed and designated as "Silk," "Special Silk," "Ladies' Plated Silk Hose" and other similar designations.

Undoubtedly the most valuable element of this complaint is the definition it presents, which well illustrates the Commission's attitude in the use of the names of practically all highly desirable basic raw materials. In this case, as the complaint shows, the Commission holds that,

"The term 'silk' is used and understood by the trade and purchasing public to mean a commodity derived wholly from the cocoon of the silk worm, wherefore, respondent's use of the aforesaid phrases containing the word 'silk' in the manner and circumstances . . . has the capacity and tendency to mislead and deceive the trade and the purchasing public into the belief that respondent's said hosiery is composed wholly of material derived from the cocoon of the silk worm and containing no vegetable fibre or other material not so derived, and to cause the trade and public to purchase said hosiery in that belief."

In other words, it is not enough to modify the name of a popular raw material in branding adulter-

ated goods, or those containing substitutes. The modifying words must unmistakably indicate the fact that the goods are not composed entirely of the raw material indicated.

#### PRESTIGE PROTECTION

This opinion of the Commission, now well substantiated, in one of its applications offers protection for the prestige of advertisers who manufacture certain goods under distinctive brands. In the matter of the Smith-Kirk Candy Company, the Commission's complaint states that there are a number of manufacturers in the United States who make a confection consisting of a bar of ice cream coated with chocolate, and who sell the confection to retailers and the public under names suggestive of the ice cream content, such as "Eskimo Pie," "Polar Cake Ice Cream," and "Guernsey Alaska Bars." The complaint states further:

"Aforesaid confections containing ice cream have become and now are highly popular among the consuming public throughout the United States, and there is a large demand for said confections among the public. Respondent, in order to take advantage of any profit by said popularity and demand for ice cream as a confection, refreshment or food and the demand for the aforesaid confections . . . on or about May 5, 1922, and for a considerable period thereto, manufactured, sold and supplied to the said purchasers . . . bars of candy coated with chocolate, being of a shape and size of said confections . . . and packed in containers or wrappers bearing the inscription or legend, 'Smith-Kirk, Toledo, Chocolate Ice Cream Bar, Net Weight 1¼ oz. The Smith-Kirk Candy Co., Toledo, Ohio.'"

The complaint also states that the wrappers bear an illustration of a child holding in its hand an ice cream cone containing ice cream, and that the respondent's bars contain nothing of what is known as ice cream.

Then the complaint relates that

on and after May 22, 1922, the respondent modified his wrappers and branded his bars as, "The All Candy Ice Cream Style Confection," retaining the firm name and address and the illustration of the child with an ice cream cone. But the Commission holds in its complaint that the respondent's acts still have a tendency to mislead the public, and the complaint further states:

"The above alleged acts and things done by respondent are all to the prejudice of the public and of aforesaid manufacturers whose confections actually contain ice cream, and constitute unfair methods of competition. . . ."

At least two of the salient charges of the complaints in these cases were confirmed by the findings as to the facts in the hearing of the Commission's complaint against Edward Frohlich, trading under the name and style of Frohlich Glass Company, and E. A. Benedict. The hearing was held on September 7, and the brief relates that about the year 1913 Benedict devised a certain label for use on containers for paint and used the label for some time. He discontinued the use of the label for four or five years, and resumed its use about 1920.

The brief further relates that Benedict suggested to Frohlich that the label be placed upon containers of house paint manufactured by Frohlich, and continues, "House paint so labeled was sold and delivered in quantities by respondents, acting in concert, to retail dealers in various States dealing in so-called Army and Navy goods, but carrying also stocks of other merchandise. The label herein referred to bore the words 'U. S. Quality Paint' and did not bear the name of the manufacturer."

The Commission found that the paint was manufactured by the Frohlich Glass Company according to its own formula and had never been manufactured for or used by the United States Government, nor was it made according to any formula or specification of the Government.

Then the brief points out that,

by reason of the label, the respondents were able to take advantage of the Government's advertising of surplus war goods, and that, for several obvious reasons mentioned, the act was misleading. In the order to cease and desist which followed the hearing, the Commission makes it unmistakably clear that it considers as an unfair act any attempt to take advantage of another's advertising by misbranding, and that the legality of advertising and selling a specific brand in interstate commerce depends not upon its actual wording, but upon the interpretation of the wording of the brand by the public.

### New Accounts with Porter-Eastman-Byrne Agency

The R. F. Clarke Manufacturing Company, Chicago, corn harvesting appliances, has placed its advertising account with the Porter-Eastman-Byrne Company, advertising agency, also of Chicago.

This agency also has been appointed to direct the advertising of the United Chemical & Organic Products Company, Chicago, mineral feed for livestock; G. D. Searle & Company, Chicago, drug supplies, and the Universal Stationery Company, Moline, Ill.

### E. M. Frick Joins Duratex Corporation

E. M. Frick has joined the Duratex Corporation, Newark, N. J., Duratex leather, in charge of advertising and sales promotion and will also act as assistant sales manager. Mr. Frick has been since 1908 with the O'Bannon Corporation, New York, artificial leather, in various capacities including advertising manager and sales manager.

### C. C. Younggreen Heads Milwaukee Advertising Club

Charles C. Younggreen, vice-president of Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency, has been elected president of the Milwaukee Advertising Club. He was at one time president of the Racine, Wis., Advertising Club.

### Will Advertise a New Mending Fluid

The New Way Laboratories Company, Mt. Healthy, O., has placed its advertising with The Gordon-Marx Advertising Company, Cincinnati. Periodicals will be used in an advertising campaign to be conducted for a new mending fluid.

TH

New  
John B.  
110 E.





## Pennsylvania Cows Earn \$100,000,000 Each Year

Because Pennsylvania stands second in the Union in the value of manufactures produced, the belief prevails that it is wholly an industrial state. Yet, the commonwealth ranks seventh in agriculture, leading no less than 41 of the states. 35.7 per cent of its population is rural.

Pennsylvania farmers have millions of dollars invested in modern dairies which earn \$100,000,000.00 per year and partly supply the state's 314 towns and cities of more than 2,500 population.

The North American has campaigned vigorously for increased milk production and enjoys the confidence of Pennsylvania Farmers and Dairymen.

Their purchasing power is enormous and your sales message can be placed before them through the advertising columns of The North American, which dominates Southeastern Pennsylvania, the Richest Territory in the United States.

*Its Character Creates Confidence*

# THE NORTH AMERICAN

## PHILADELPHIA

New York

Chicago

Detroit

San Francisco

John B. Woodward Woodward & Kelly  
110 E. 42nd St. 812 Security Bldg.

THE OLDEST DAILY  
NEWSPAPER IN  
AMERICA — 1771

Woodward & Kelly  
408 Fine Arts Bldg.

R. J. Bidwell Co.  
742 Market St.

### "Standard Electric Home" Plan Launched in Toronto

The Electric Service League, of Toronto, Ont., an outgrowth of a league of electrical dealers, contractors, jobbers and manufacturers, incorporated in 1922 to equip and demonstrate "Electric Homes," has just inaugurated a novel and ambitious plan to stimulate better wiring. The league has established a wiring standard and has designed a large red seal containing the following wording: "This Seal certifies that the electric service in this house fulfils Electric Service League requirements and entitles it to rank as a *Standard Electric Home*. Wired for electric range and appliances in general. Extra service capacity for other equipment."

These seals are numbered and are issued to contractor-dealers for posting on houses wired in accordance with the League's requirements. They bear the name of the contractor or electrician responsible for the wiring.

The creation of a list of "Red Seal" contractors is contemplated, which will be available to the public, and a campaign is now in course of preparation to familiarize builders, architects and owners with the "Standard Electric Home" idea.

It is believed that the plan will effect an increase of expenditure on pipe, wire, switches and receptacles, over the present average, of approximately \$100 for every Standard home erected, in addition to widening the market for appliances owing to the numerous and convenient sockets provided.

An advertising campaign to stimulate the sale of electric appliances for Christmas gifts is also in course of preparation. R. T. Jeffrey, of the Hydro Electric Power Commission of Ontario, and A. S. Edgar, manager of the supply department of the Canadian General Electric Co., Ltd., are among the directors. George W. Austin is the manager of the League.

### Martha Washington Candy for McKinney Agency

The advertising account of The Martha Washington Candies Company, Chicago, Ill., and Washington, D. C., has been placed with the McKinney Company, Chicago advertising agency. Newspapers will be used in a campaign for this account.

### Aluminum Account for Osten Agency

The Osten Advertising Corporation, Chicago advertising agency, has been appointed to direct the advertising account of the Aluminum Products Company, La Grange, Ill.

### New Government Bulletin on Trade-Mark Protection

The division of foreign tariffs, United States Department of Commerce, has prepared a trade information bulletin (No. 155) entitled "Trade-Mark Protection in Europe."

### Iowa Publishers Plan Advertising of State

Frank D. Throop, publisher of the Davenport, Ia., *Democrat*, has been named chairman of a committee of Iowa publishers to plan a campaign to nationally advertise not only the agricultural but also the industrial and commercial activities of that State.

One of the steps in this plan was a recent meeting at Des Moines at which the publishers were hosts to more than a score of representatives of Eastern advertising agencies. Former Senator Lafayette Young, publisher of the *Des Moines Capital*; Harvey Ingham, editor, *Des Moines Register and Tribune*; and John F. D. Aue, publisher, *Burlington Hawk-Eye* and president of the Iowa Press Association, were the principal speakers. They assured their guests of Iowa's economic stability and quoted statistics to disprove recent loose talk concerning the Iowa farmer being on the verge of bankruptcy.

### Standard Oil Trade-Marks Candles

The Standard Oil Company (Indiana), Chicago, has made application for trademark registration of the word "Polychrome" for use on decorative candles. The product has been marketed for some time. N. H. Reed, manager, advertising department, informs *PRINTERS' INK*, and adds:

"Along with the Polychrome line, our candle shop artists have more recently produced the Kalochrome and Travertine lines of candles which are extremely unique and colorful, and with the renewed popularity of candles are finding a ready market. The entire line is now being advertised in the gift shop magazines."

### Brookmire Service Account with Doremus

National magazine, business-paper and newspaper advertising is being used in a campaign which the Brookmire Economic Service, Inc., New York, is conducting on its business and investment forecasting service. This advertising is being directed by Doremus & Company, New York advertising agency.

### Fur Buyer Account for Baxter Agency

M. Lyon and Company, Kansas City raw fur buyers, are running a farm paper campaign featuring their service. The account has been placed with the Baxter Advertising Company, of that city.

### Food Account with Critchfield Agency

The John Blauls Sons Company, Burlington, Ia., manufacturer of food products, has placed its advertising account with Critchfield & Company, Chicago.

\* DECEMBER, 1923

1,830,000

1,790,000 November

1,780,000 October

1,745,000 September

1,715,000 August

1,735,000 July

1,685,000 June

1,661,000 May

1,640,000 April

1,600,000  
March1,580,000  
February1,540,000  
JanuaryPRINT FIGURES  
for 1923 ofTHE BUTTERICK  
COMBINATION[The Delineator and  
The Designer]

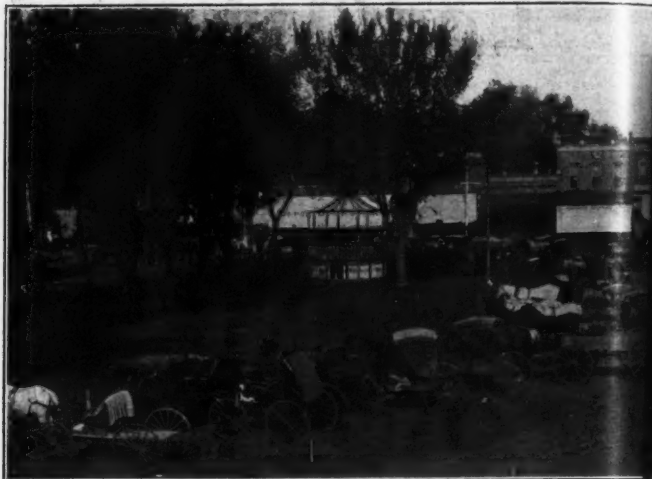
THE BUTTERICK PUBLISHING CO.

The Delineator (20 cents a copy)

The Designer (15 cents a copy)

\* The December Issue of the Butterick  
Combination is on sale November 5

## Rural Iowa Has Become Suburban



### 1908

The Town Square of Greenfield, Iowa, as it was fifteen years ago. Even then Greenfield was snappy, but times were not what they are. Now see next picture, showing Greenfield NOW

Iowa towns are no longer "country towns." They have modernized everything that cities have. The people dress as well, ride in good automobiles, use as good plumbing, buy as many toilet articles as prosperous people in New York and Chicago.

And Iowa farms have changed, too. They are no longer isolated-backwoodsy. The telephone, the daily newspaper and the automobile have made the Iowa farmer practically a townsman. Most Iowa farmers can motor to a town with good stocks of merchandise in less time than a New Yorker can go from Riverside Drive to Altman's.

## Des Moines Register

Largest Evening, Largest Morning and Late Day

"Sure Crop Iowa"

# These Pictures Tell the Story



teen years  
were ne  
field NOW

1923

Same Town, same square, same spirit, same everything—except that now there are paving and automobiles, and neat, new buildings and that thoroughly modern, cityish look. The change shown here runs through thousands of Iowa communities.

ave mo  
ride in a  
any toile  
go.

isolated—  
the auto  
man. Mo  
s of me  
Riverside

Big sales are the reward of manufacturers who aggressively and adequately cultivate the Iowa market. Iowa retailers recently sold eleven thousand "Mirro Aluminum" saucepans in ten days as a result of a campaign in The Register and Tribune. Many nationally known advertisers rank Iowa as one of their five or six best states.

Newspapers are the Key to the Iowa Market. Iowa is a newspaper-reading state. The highest literacy mark in the union should be enough to prove that. Newspaper circulation figures are the complete confirmation. For instance, the state's leading newspapers, The Des Moines Register and Tribune, reach daily and Sunday more than 125,000 families in Des Moines and Iowa cities, towns and rural districts.

gist  
and La

## and Tribune

Day Circulation in Des Moines and Iowa

Iowa

New merchandising book is filled with data on the Iowa market. It shows the number of Register and Tribune subscribers in one thousand Iowa cities and towns. Can we mail you a copy?



## Canadian Advertisers Hold Convention

THE annual meeting of the Association of Canadian Advertisers Inc., was held at the King Edward Hotel, Toronto, Wednesday, Thursday and Friday, October 31, November 1 and 2.

Bernard Lichtenberg, of the Alexander Hamilton Institute, New York, was the principal speaker at the Wednesday morning session. The delegates were entertained at the Scarboro Golf Club for lunch, and a tournament was played on the club links in the afternoon. C. E. Chase, president of the Chase Business Service, Montreal; Professor Bridges, of Toronto University, and H. S. Pritchard, sales manager of the Ford Motor Co., of Canada, Ltd., Ford, Ont., were the evening speakers.

On Thursday morning, W. A. Wagner, credit manager of The Palmolive Co., of Canada, Ltd., Toronto, discussed credits, and A. L. Boyd, manager of The Sheldon School of Business Science, Toronto, discussed management problems.

At the afternoon session Bertram R. Brooker, formerly vice-president of Marketing Publishers, Ltd., Toronto, discussed copy appeals; and A. H. Robson, of Rous & Mann, Ltd., Toronto, discussed the Munsell Color System.

At the annual dinner that evening G. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, addressed a large gathering of delegates and guests of the association on "How to Sell More Goods."

Friday morning was given up to brief addresses by the various exhibitors of all forms of advertising displayed in rooms adjoining the convention headquarters. Friday afternoon was devoted to routine business and the election of officers.

The slate elected is as follows: President, W. M. Mackay, Lever Bros., Toronto; first vice-presi-

dent, T. H. Kelly, Hoover Suction Sweeper Co., Hamilton; second vice-president, G. L. Spry, Huron & Erie Mortgage Corp., London; third vice-president, Claude Sangan, Willys-Overland, Ltd., Toronto; fourth vice-president, C. E. Bourne, Royal Bank of Canada, Montreal, and treasurer, A. L. Davidson, Canadian General Electric Co., Ltd., Toronto. Miss Florence Clotworthy continues as secretary.

### Campbell-Ewald Company Appoints John B. Woodruff

John B. Woodruff has been appointed art director of the Campbell-Ewald Company. He has been engaged in commercial art work for the last twenty years. Until recently Mr. Woodruff has conducted his own commercial art studio in Detroit and Chicago. He will make his headquarters at the Detroit office of the Campbell-Ewald Company.

A. J. Feinberg has been appointed associate art director of the Campbell-Ewald Company.

Peyton B. Lyon has joined the company as a member of its sales promotion department. He was formerly with the Kansas City, Mo., Journal and the Brooklyn, N. Y., Citizen.

### Help in Planning Trade Paper Campaign

NATIONAL LAMP WORKS  
OF GENERAL ELECTRIC CO.

NELA PARK, CLEVELAND, NOV. 1, 1923,  
Editor of PRINTERS' INK:

I have just received your letter of Oct. 30, in which you enclose a fairly complete list of articles that have appeared in the PRINTERS' INK Publications on trade-paper advertising. I certainly appreciate your prompt attention to this matter and feel sure that this list will help me very much in planning our 1924 trade-paper campaign.

NATIONAL LAMP WORKS,  
N. W. TOWNSEND.

### Sears, Roebuck Sales Increase

Sears, Roebuck & Company, Chicago, report gross sales of \$22,576,793 for October, as compared with \$19,933,164 in the same month of last year, an increase of 13.26 per cent. For the first ten months of the current year the gross sales were \$174,327,540, as compared with \$141,212,969 in the corresponding period of 1922.

### I. K. Witmer Dead

I. K. Witmer, editor and publisher of the Lancaster, Pa., *Inquirer*, is dead. Mr. Witmer purchased the *Inquirer* in 1913 and had managed the property since 1899. He was 65 years old.

*Reach your clients while  
they are in a receptive  
state of mind through the*

# Daily Mail

## Atlantic Edition



This newspaper is published on five mornings of every trip of the leading Cunard Liners sailing between Europe and this country during each year.

The Atlantic Edition of the London *Daily Mail* is edited at sea by experienced journalists and is the only connecting link between shore and the thousands of wealthy passengers who travel aboard these boats.

Here is an abbreviated list of famous American firms using The Daily Mail Atlantic Edition:

Ambassador Hotels  
Bankers Trust  
Bowman Hotels  
Brown Wheelock Harris  
Vought & Co.  
Chicago, Milwaukee & St.  
Paul Railroad.  
Eastman Kodak  
Elizabeth Arden  
Franklin Simon

Harcourt, Brace & Co.  
Horlick's Malted Milk  
Kellogg Flakes  
C. Nestle & Co.  
New York World  
Ovington's  
Poland Water  
Ritz Hotel  
Shubert Theatres  
Southern Railway System

It reaches *your* prospective customers when they have five days of enforced leisure and are in a receptive state of mind—the ideal time to tell them your story.

For Further Particulars and Rate Cards, Write or Telephone

**THE DAILY MAIL OFFICES** 280 Broadway, N. Y.  
Telephone: Worth 7270

Visit The Daily Mail Booth (82) at the New York Advertising  
Exhibition



## Lucky Strike Advertises New Sampling Idea

American Tobacco Company Gets Attention for Lucky Strike Cigarettes in Newspaper Advertisements Offering Coupons That Provided for Payment of Government Tax

ON October 30 and 31 a large-scale sampling drive for Lucky Strike cigarettes occurred in the New York metropolitan district. Full-page advertisements in morning and evening papers announced the drive.

This plan had been previously tried out in Worcester, Mass., and Troy and Albany, N. Y., when, according to advices from the advertiser, it proved successful. It is now planned to extend the campaign to all cities throughout the country.

For those two days one package of twenty Lucky Strikes was offered for nine cents plus the coupon which accompanied the newspaper announcements. As this size package usually costs fifteen cents, the coupon was therefore worth six cents, which is the amount of the tax that must be paid to the Government.

In presenting the plan the company announced that it would pay the tax itself for these two days and allowed all customers with coupons to buy the cigarettes tax free. This method of offering a reduced price was interesting inasmuch as most people did not know that the Government tax amounted to so much. It gave a new angle to an old-fashioned sampling idea.

The announcement was aimed

at "men who have not yet tried Lucky Strike" and "men who already smoke Lucky Strike."

To the former the copy stated that "this is not philanthropy, just business. You are introduced to a cigarette today which sooner or later you're bound to try. This merely hastens that happy time. Tear off the coupon now. We have found that 88 per cent of the men who try Lucky Strike immediately adopt them. So to introduce you to Lucky Strike we can well afford to make this special offer of paying the six cents Government tax today ourselves."

**TAX FREE**

We pay the Government tax of 6c. Simply hand to your dealer the coupon below with it and get a package of

**20 Lucky Strike Cigarettes**  
today and tomorrow only **9c**

(Only in Newark, N. J., and New York, N. Y., during the drive.)

**Why we want Every Man in Newark to try Lucky Strike**

**To men who have not yet tried Lucky Strike**

This is not philanthropy, just business. You are introduced to a cigarette today which sooner or later you're bound to try. This merely hastens that happy time. Tear off the coupon now. We have found that 88 per cent of the men who try Lucky Strike immediately adopt them. So to introduce you to Lucky Strike we can well afford to make this special offer of paying the six cents Government tax today ourselves.

**To men who already smoke Lucky Strike**

We want you, too, to get this tax-free package, maybe to pass it on to a friend who doesn't yet know the pleasure you know. Let him enjoy Lucky Strike as you do, tell him to try one package and then see if he agrees with you and millions of others that there's

**Today!**  
Change to the Brand that Never Changes

**IT'S TRUSTED**  
**LUCKY STRIKE**

The Quality of Lucky Strike

HOW THE STORY WAS TOLD IN FULL-PAGE NEWSPAPER COPY

To the men who already smoke Lucky Strike the following was directed:

"We want you, too, to get this tax-free package, maybe to pass it on to a friend who doesn't yet know the pleasure you know. Let him enjoy Lucky Strike as you do, tell him to try one package and then see if he agrees with you and millions of others that there's

no cigarette with such characteristic superiority."

Salesmen of the American Tobacco Company spent the week previous to the appearance of the advertisement in canvassing the retailers of New York getting their orders for the amount of stock they should have on hand and getting them to feature the sale by counter and window displays.

Control over the redemption of coupons was exercised as indicated by the clause to the Retail Tobacco Dealers inserted in the coupon which read as follows:

"This coupon must be redeemed by you through your jobber within one week from the above date (October 30 or 31). Redemption will be made only from dealers engaged regularly in the business of selling cigarettes and who have accepted coupons from consumers.

"The number of coupons you can thus redeem is limited to the number of packages of Lucky Strike cigarettes you purchased from your jobber for this tax free plan."

This type of sampling plan which offers a coupon of higher value than the newspaper in which it appears often causes complications and sometimes upsets the best laid plans. The experience of Procter & Gamble in Baltimore will be recalled as an example of the dangers of such a plan. In this case the public did not get much of a chance to participate in the sampling drive because numerous unscrupulous persons obtained coupons ahead of time by the hundreds for the purpose of speculation. Many regular subscribers did not even receive their papers on the day the coupon appeared and in scores of cases where they did the coupons had been removed.

Such complications did not arise, however, to any great extent in the case of the Lucky Strike drive and the reason may be attributed to the fact that the coupon offer was only good for the two days on which the announcement appeared in the papers. There was no time to prepare ways and means to "beat

the game." In the Procter & Gamble case, however, the announcement appeared a week in advance of the drive, giving plenty of time to find ways of obtaining stocks of the papers containing the coupons.

### American Company Takes Over Odol Business

A corporation has been formed under the laws of the State of Delaware by the name of the Odol Chemical Corporation to take over the business and rights in the United States of the Lingner-Werke A. G., of Dresden, Germany. The new company also has acquired a controlling interest in the Lingner-Werke, which manufactures cosmetic preparations and Odol, a liquid dentifrice. This gives the American corporation the right to distribute and control the sale of Odol throughout the world.

The executive offices of the Odol Chemical Corporation are located at New York. The officers are: President, R. B. Jackson; vice-president, Robert P. Runge, who also is vice-president of the S. K. F. Industries, Inc., and secretary-treasurer, Richard Horwitz.

Odol, which has been on the market for thirty years, is the principal product of the Dresden company, and it has been widely advertised for many years, according to Mr. Jackson, president of the new corporation. He states that the product has distribution in seventy-eight countries and that its total annual sale amounts to more than 50,000,000 packages.

An advertising campaign to increase the distribution of Odol in the United States will shortly commence. This campaign will be directed by the Charles C. Green Advertising Agency, Inc., of New York.

### E. A. Scott, Treasurer, Associated Business Papers

Edwin A. Scott, president, Edwin A. Scott Publishing Co., New York, has been elected treasurer of the Associated Business Papers, Inc., by the executive committee of that organization. Mr. Scott succeeds Henry Lee, Simmons-Boardman Publishing Company, who resigned because of other business duties.

### G. U. Radoye Leaves Haynes Automobile Company

Gilbert U. Radoye has resigned as director of sales and advertising of the Haynes Automobile Company, Kokomo, Ind. He had been with the Haynes company for the last five years.

### Joins Denver Agency

J. G. Roebuck has joined the staff of the Hamilton Gregg Company, Denver advertising agency, as copy and contact man.

## What Is "Class" Circulation?

**A** FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

---

Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

108 Wooster Street

New York City

# Applying "Hoover" Principles

The Economist Group now inaugurates a plan of standardized, simplified publishing, which is inspired by suggestions from leading advertising agencies, together with a careful survey by our own organization.

## Beginning November 24th

The Economist Group will consist of two great papers—

### **The DRY GOODS ECONOMIST**

*"The Retailers National Weekly"*

15,000 national circulation among the larger department and dry goods stores

and

### **The MERCHANT-ECONOMIST**

*A National Fortnightly  
With a Zone Break-up*

35,000 circulation among the dry goods and general merchandise stores of the country.

Mr. S. H. Ditchett, Dean of Business Paper Editors, continues as Editor of the Dry Goods Economist.

Mr. Flint Garrison becomes Editor of syndicated features of The Merchant-Economist, and no man in America is better fitted to report merchandising news in a way that will meet the needs of merchants in the sectional markets.

## THE ECONOMIST GROUP

# Production to Publishing

This new plan eliminates the confusion so frequently cited by advertising agents caused by the variation of names, sizes and dates of publication in the papers belonging to the Economist Group.

It means two papers instead of five

One size for plates instead of two—

**Both papers will be uniform in size**

Trimmed  $9\frac{3}{4}" \times 13"$

Type Form  $8\frac{1}{4}" \times 11\frac{1}{2}"$

An easily remembered classification of subscribers and field—

## The Dry Goods Economist

Weekly for the larger stores which comprise the national market.

## The Merchant-Economist

Fortnightly for coverage of stores in the great sectional markets.

Better publications for our subscribers.

A more powerful marketing force for advertisers.

**WEST 39th STREET, NEW YORK**

## Extending "Economist" Vertically as Well

**B**OILED down," this simplified "Economist Group publishing plan" means that directly (whereas hitherto it has been indirect) even the smallest retailer will receive the benefit of the information and inspiration which has been generated by the Economist for over seventy-seven years.

The Dry Goods Economist will, of course, continue its program of dealing with the merchandising and managerial problems of the major stores of the country.

The Merchant-Economist will take the great mass of material assembled by The Dry Goods Economist and adapt it to the requirements of the dry goods and general merchandise stores in the sectional markets in a coordinated way that has been only vaguely realized under the past individual sectional paper system.

And while this arrangement means an extension of the famous national service of the Economist to readers of The Merchant-Economist, it in no wise affects the market identity of the sectional papers of the Economist Group.

Indeed, to preserve and build on this sectional entity, complete editorial staffs will be maintained in each of the present publishing centers—

New York

Chicago

St. Louis

San Francisco

so that the Zone Break-up or Sectional Division will be a militant market paper plus the background of national editorial-advertising furnished by The Merchant-Economist.

## THE ECONOMIST GROUP

# Service to Retailers Horizontally

These sectional divisions will be separately published under the following titles—

<b>Atlantic Coast Merchant-Economist</b>	<b>Drygoodsman and Southwest Merchant-Economist</b>
<b>Dry Goods Reporter and Midwest Merchant-Economist</b>	<b>Pacific Coast Merchant-Economist</b>

And they will be genuinely sectional. The subscriber to The Merchant-Economist will receive that sectional edition particularly edited for the zone in which he is located.

For the zone advertiser this means actual zone advertising. For the national advertiser it means the elimination of even the small duplication which has existed.

## THE MAP ON THE PAGES FOLLOW- ING SHOWS THE ZONE BREAK-UP OF THE MERCHANT-ECONOMIST

While the circulation figures of The Dry Goods Economist and of The Merchant-Economist are far in excess of the figures on which present rates are based, the old rates will be maintained until

**January 1st, 1924**

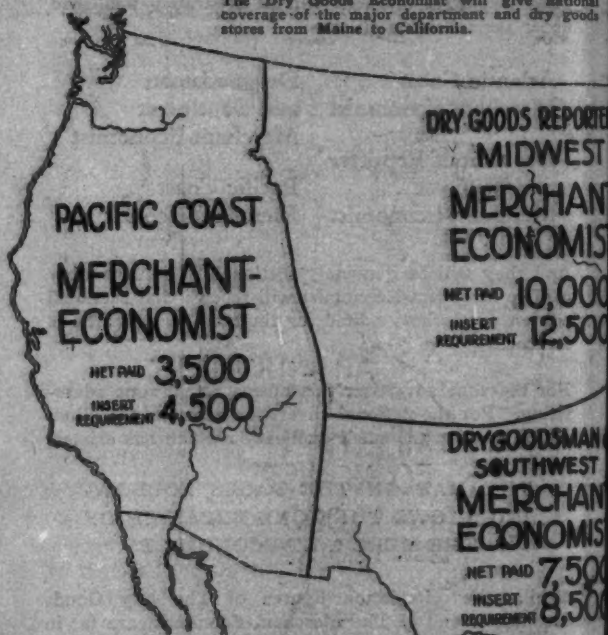
At which time new rates will be made effective.

9 WEST 39th STREET, NEW YORK

# How the Dry Goods Economist Will Cover the

As it has done 77 years

The Dry Goods Economist will give national coverage of the major department and dry goods stores from Maine to California.



Due to the subscription accounting problems involved in making the transition from five to two papers, the net paid figures are far below the real circulation of the Economist and

~~Merchant-Economist~~



# and the Merchant-Economist th Country Nationally

The Merchant-Economist will give intensive national coverage of the dry goods and general merchandise stores with

## This Zone Break-up



In providing inserts allow for 53,700 copies divided as follows: Dry Goods Economist 16,000, Merchant-Economist 37,700, divided according to insert figures shown on map.

## The Ungloved Hand Becomes an Advertising Target

THE real competitor of the American glove manufacturer is not the importer. Neither is it the manufacturer of silk or fabric gloves, according to the National Association of Leather Glove Manufacturers which held its semi-annual meeting and glove fair in Chicago all last week. No one branch of the glove industry is strangling any other. The real competitor is the ungloved hand, the common hope and despair of all branches.

Gloves are the most undersold commodity in the furnishing goods field manufacturers believe. They also believe that now is the time to begin advertising them. The National Association in Chicago last week decided to sponsor a campaign of co-operative advertising which will run for at least three years. The committee which has been studying the advisability of advertising under the leadership of Frederick Driscoll of Fownes Bros. & Company, is enlisting the support of all manufacturing interests from tanners to importers. Contributions to the advertising fund have been on a voluntary basis.

A slogan for use in all glove advertising was tentatively adopted at the meetings last week. This is "In Any Event Gloves." This lends itself, manufacturers feel, to the advertising of heavy duty gloves, sport gloves and all other kinds. All advertising will appear over the signature of the Allied Glove Industries, New York.

One of the aims of the advertising will be to lengthen the season of glove buying by the public. At the present time the overwhelming proportion of glove sales are made in one month in the spring, and in about three months in the fall. The wearing of gloves abroad is on the increase, according to advices received from foreign manufacturers, while in this country the present tendency in metropolitan centres

toward more formality in dress offers an opportunity to manufacturers in this country, and importers to begin their campaign of advertising on a rising tide. It is hoped that the advertising will result in a buying season from eight to ten months long. At the Chicago meeting there was some discussion of special seasonal selling weeks. The advertising will probably appear in national publications and in mediums especially suited to the heavy duty glove field.

John L. Klinger, president of the National Association, said in his opening address: "The decided increase in crop values for 1923 as compared with 1922 presents the most definite prospect for improvement before another season."

## Canada Has a New Illustrated Weekly

*The Illustrated News Mirror* is the name of a new Canadian publication which was issued on Tuesday, November 6, by the Independent Press, Ltd., Toronto. It will be published weekly and its contents will include news pictures, editorial matter, fiction, etc.

Andrew D. MacLean, president of the Independent Press, Ltd., a newly organized company, is a son of Major Hugh C. MacLean, president of The Hugh C. MacLean Publications, Ltd., and a nephew of Colonel J. B. MacLean, president of the MacLean Publishing Co., Ltd., both of Canada.

Andrew MacLean formerly was with the MacLean Publishing Co., Ltd. More recently he has been in charge of the Western business papers of the Hugh C. MacLean Company, with headquarters in Winnipeg.

## J. P. Randolph with Pacific Railways Advertising Co.

Julian P. Randolph has joined the San Francisco office of the Pacific Railways Advertising Company. He was formerly assistant advertising manager of the California Pear Growers and at one time was with Lord & Thomas. More recently Mr. Randolph had been with Lederer, Street & Zeus, Berkeley, Cal., printers.

## 'Guelddy Perfumery Account With E. T. Howard

The advertising account of Guelddy, Inc., New York, perfumes, has been placed with the E. T. Howard Company, Inc., New York advertising agency. Plans for a campaign to be conducted in 1924 include the use of magazines and newspapers.

1923

dress  
of fac-  
port-  
of  
It  
will  
rom  
the  
ome  
sell-  
will  
pub-  
ally  
love

of  
in  
de-  
for  
ore-  
pect  
her

ted

the  
tion  
em-  
td.,  
ckly  
pic-

of  
wly  
jor  
ugh  
a  
an,  
ing

with  
ore  
the  
gh  
ar-

c

an  
ays  
rly  
the  
me  
re-  
ith  
l.,

t

y,  
en  
n-  
ng  
be  
of



unwilling to accept any such proposal.

## TROLLEYS STILL POPULAR.

Number of Fares Paid in 1922 Sets  
New Record.

ATLANTIC CITY, Oct. 7.—The American Railway Association will open its convention here to-morrow.

The directors held a preliminary conference to-day at which statistics were given out showing that, although there were 12,000,000 automobiles in this country in 1922, the electric railways carried more passengers in 1922 than ever before. Figures showed that 15,317,687,212 persons paid fares for trolley rides in 1922; an increase of more than 6 per cent. over the largest previous year. The number of passengers carried on trolley systems in New York State was 3,311,252,490.

# 5,500,000,000

**I**N 1900, the 285 leading cities of the United States had a population of 21,787,931.

In 1920, their population was 37,804,824, an increase of more than 16,000,000 people or 75%.

In 1907, two years after Street Car advertising became Nationally organized, with the formation of the S. R. A. Co. the street cars of the entire United States carried 9,500,000,000 passengers.

In 1922, the riders had grown to more than 15,000,000,000 annually—an increase of 58% over 1907 and 6% more than the biggest previous year.

This shows how street car advertising circulation increases with the growth of the cities.

# 00 More Riders

In the five largest Pacific Coast cities, where climatic conditions are ideal for automobiling, 4101 automobiles were checked. Including the driver, they carried a total of only 6,730 passengers. This was less than two people to the average automobile. With the exception of Portland, more than half of the automobiles carried only the driver.

10 street cars in any city carry more passengers in a day than were counted in those 4101 automobiles.

These figures prove, despite statements to the contrary by representatives of concerns with other interests, that the street cars are more than ever the limousines of the people.



*National Advertising Manager.*

## STREET RAILWAYS ADVERTISING CO.

*Central Office*  
Borland Building  
Chicago

*Home Office*  
Candler Building  
New York

*Western Office*  
Monadnock Building  
San Francisco

---

---

# LEADERS

*"Rows of dots or dashes on type body used to guide the eye from one side of a page or column to the other."*

—DICTIONARY OF PRINTING

The eye of the average man needs no guidance whatever in deciding whether or not he likes a printing job. As a rule one look is sufficient. And that first flash impression is important—because it also determines how your printed matter is going to strike your customers and prospects. Goldmann's 47 years of "knowing how" have developed the refinements of printing to such an extent that a one-color leaflet or full-color catalog emerges from our plant with that tone of distinction so easy to recognize, yet so hard to define.

**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET NEW YORK CITY

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4520







A

h

c  
o  
t  
s  
m  
e  
d  
f  
e  
fi  
ti  
s  
c  
m  
it  
a  
is  
ta

w  
a  
b  
d  
in  
le  
lo  
a  
u  
in  
d  
a  
tr

m  
r  
th  
o  
p  
li  
b  
fa  
th  
h  
m  
m

N  
c  
re  
to

# How Distribution Costs Can Be Lowered through Warehousing

Advertisers Can Better Their Distribution Methods by Studying Warehousing Facilities

By James True

**T**RANSPORTATION, higher labor costs, increased rents, changing styles and a multiplicity of lines have all influenced the tendency of retailers to buy in smaller quantities and to buy more frequently. But in the general movement, advertising undoubtedly has been the principal factor in bringing about the present condition. During the last fifteen years, the salesmen of national advertisers have thoroughly sold the necessity of service and consumer demand to the great majority of retailers. And now it is practically impossible to find a dealer of any consequence who is not conversant with the advantages of frequent turnover.

Even with lines that are somewhat speculative because of style appeal, and which always have been manufactured on order, the dealer is inclined to put off buying, to split up shipments, and to let the manufacturer carry the load. Jobbers, too, are showing an increasing reluctance to stock up, and are successfully attempting to offset higher costs of doing business with the larger annual profit of more frequent turnover.

Undoubtedly this change in the methods of retailing is largely responsible for an increase during the last five years in the number of jobbers, which is out of all proportion, especially in the food lines, to the increase in the number of dealers. But despite this fact, there are several indications that the machinery of distribution has not kept pace in its development with the great demand for more frequent deliveries.

Last year, a committee of the National Retail Dry Goods Association requested Dr. O. E. Klingaman of the University of Iowa to make a survey of the retail

field to determine the causes of friction and misunderstanding between manufacturers and retailers. Dr. Klingaman's report, based on replies from more than 500 retailers, deals with eighteen major complaints, and it is significant that the one most frequently stated by dealers was concerned with the shipment of merchandise—"Failure to deliver at appointed time."

## OFTEN BEYOND MANUFACTURER'S CONTROL

Obviously, in a great many instances, this failure was beyond the control of the manufacturer. Shipments are frequently delayed and sometimes lost in transit, and the transportation facilities of the country are generally inadequate to take care of the demand for frequent instead of volume shipments.

The advertiser finds that the condition is particularly burdensome, unless he has found a simple solution of the problem. He must not only secure ample distribution to gain the full benefit of his advertising, but he must find a means of supplying his customers promptly and sustaining his distribution. He must overcome the handicaps of delays and small orders so that the consumer demand created by his advertising may be instantly supplied.

Early last year, in its investigation of general distribution problems, the Chamber of Commerce of the United States found that during the last few years the public warehouse had become of tremendously increasing importance in the economical distribution of merchandise, and that there was a woeful lack of information on the subject throughout manufacturing and distributive

fields, as well as within the industry of warehousing. So important was the subject considered by the chamber that it entrusted its Domestic Distribution Department under the management of Alvin E. Dodd, for an exhaustive investigation of both the present service and the needs of public warehousing.

Mr. Dodd's studies took him to Europe, as well as to many of the principal cities and industrial centres of this country, and recently from a great many ramifications of the subject he pointed out the salient features of importance to advertisers in all lines.

"Until the last few years," he said, "the average manufacturer was inclined to look upon the warehouse as a sort of necessary evil, a storage place for his goods between the time they were made and the delivery ordered by the jobber or dealer. Now, because of the dealers' changed habits of buying and the increasing demand for many commodities, we find the public warehouse taking an important place in distribution. And I am convinced that, with very few exceptions, every merchandising campaign could benefit both in economy and convenience of service by considering the facilities offered by warehouses at practically all commercially strategic points.

"During the last five years, the industry of warehousing has developed prodigiously. Before and during the war there were, of course, a few men in the business who saw the handwriting on the wall and built beyond their time. The Bush Terminal Warehouses are an example of this foresight, and there are a number of others; but the industry as a whole had grown as a means of storage, and with little else to offer the manufacturer.

"Now the best minds in the business are endeavoring to impress everyone in the industry with the fact that proper storage is a science, and should offer expert service and information on every related process and function. They are emphasizing the necessity of expert accounting,

informative correspondence, scientific packing, complete freight tariff data, adequate protection of property, and all necessary information regarding local laws, insurance and taxation. The leaders realize the importance of the place their business is taking in distribution, and they are doing all they can to develop warehousing as a complete service.

#### HAS PROGRESSIVE SPIRIT

"Undoubtedly there is not another industry in the country that is showing such a realization of its possibilities and such a fine spirit of progress, nor is there one that seems to promise a simpler and more valuable solution of many of the peculiar distribution problems of the time. Regarding the entire subject, a great many distributors and manufacturers still maintain an attitude of extreme conservatism; but there are three small classes of advertisers that are taking advantage of public warehouse service to their profit and convenience, and these classes should be very much larger.

"The first is represented by the manufacturer who has recently become an advertiser after securing wide distribution for his merchandise. The second is composed of manufacturers who desire to widen their territories with the aid of advertising. And the third class is made up of a few manufacturers who have been national advertisers for some years and distribute their goods through branch houses of their own.

"Since the war we have seen a number of advertising campaigns launched to increase the demand for goods that have been on the market for a long time. Distribution has not been a problem with the advertisers, but how to supply suddenly drained distribution has been a serious problem in many instances.

"In most of the cases, manufacturers always had relied on jobbers to supply the retail trade. The jobbers were in the habit of ordering the goods every three or four months—or when stocks ran down to a thirty-day supply.

After the advertising started, the usual thirty-day supply became a three or four day supply, and because it was impossible to change buying habits immediately, jobbers in all distant territories were out of the goods for weeks at a time. Thus thousands of calls created by the advertising were not supplied, and the cost of selling was thereby appreciably increased.

"Comparatively few advertisers of the kind visualized the conditions in advance of their campaigns. Few realized that the jobbers could not be expected to fully anticipate the demand; but those who did realize this took advantage of warehousing service, and the lost sales they prevented undoubtedly paid all of the expenses of the service. Furthermore, most of them shipped their goods to warehouse points in car lots, and in several cases that we know of the resultant savings, the difference between local and car-load freight rates, paid all of the expenses of warehousing service and a profit besides."

The experience of the Stone Straw Company, related in an article in *PRINTERS' INK* for September 13, this year, substantiates all that Mr. Dodd said on this phase of the subject. Since the war, the Stone concern has made a conspicuous success in advertising its product, and in the article, Carl Casey, president of the company, was quoted as follows:

"We knew that prompt distribution would influence our advertising success, and we also knew the value of rapid turnover to the distributor. So before we began to advertise we placed forty-four large warehouse stocks at accessible points in the United States and Canada. All of our distribution is secured through jobbers, and they have expressed a great deal of appreciation for this service. Our jobbers were not required to increase the size of their stocks, they missed no sales, and their turnover has been greatly accelerated."

The second class of advertisers can, in many instances, benefit to

a greater degree. "Advertisers who develop new territory," Mr. Dodd continued, "have many of the problems of the first class, but their salesmen meet with more resistance, naturally, since their goods are new to the trade."

#### GREAT RELIANCE ON JOBBER

"Usually, such an advertiser relies entirely on the jobbers to supply the retail trade, after he has created a consumer demand through advertising and he loses time, effort and sales through a lack of prompt redistribution. He may have utmost confidence in his goods and his selling plan, and may go to the expense of selling a large percentage of the retail trade for the jobbers, and still find that they look upon his campaign as an experiment."

"If such an advertiser, while his salesmen are gaining retail distribution on the strength of a proposed advertising campaign, will ship a carload or several cars of his goods to important centres of his new territory, and warehouse them for the convenience of jobbers, he will find that the action in itself is a powerful creator of confidence and good-will. It will prove without argument that he not only has complete faith in his proposition, but that he is adequately financed and has come into the new fields determined to remain."

The third class of advertisers mentioned by Mr. Dodd is receiving the benefits of general warehousing, but at needless cost. To supply a demand for service, these advertisers have developed a system of warehousing in branch offices located in various cities, and a few of them have found that it is possible to improve their service in specific territories and reduce their distributive costs by giving up their branch stockrooms and employing public warehouses instead.

"During my investigation in this country," Mr. Dodd continued, "I found that manufacturers had rented buildings that were inadequate and improperly located for storage purposes. In several instances, we figured that

the cost of such storage was far greater than the value of the service or the business in certain territories, and manufacturers who are operating branch storage places at a justifiable expense are the exception, in my opinion.

"Unfortunately, very few manufacturers know what it costs to store their goods. There is a great lack of accurate cost accounting in this field. One manufacturer whose business I am conversant with maintains about twenty stockrooms and warehouses in connection with his branch offices, and the few dependable figures I've been able to get together on this phase of his business all strongly indicate that this manufacturer is paying more than twice the amount he should pay for storage service.

"The company's product has been extensively advertised for many years. It is of excellent quality and is widely sold, but I am convinced that its cost of distribution could be lowered two or three per cent if the old methods were discarded for a better system of warehousing. Several manufacturers in a similar position have promptly changed their methods after a careful study of storage costs.

"The modern public warehouse is, first of all, properly located with switch-track facilities, and is equipped with the best devices for the quick and economical handling of all kinds of merchandise. If the business is managed properly, it experiences none of the peaks and valleys that increase the expense of the private warehouse, because it handles a great variety of merchandise for which the seasonal demands tend to balance. As a rule, it also offers better fire and other protection, and the entire service can be bought for much less than it can be duplicated by almost any individual manufacturer.

"The modern science of warehousing, calling for the work of experienced specialists, has already proved a necessity in the most economical distribution of merchandise of all kinds. From the progressive spirit and energy ex-

hibited by its members, we know that the industry will keep ahead of the demand; but to secure an adequate development our advertisers must recognize the value of warehouse service.

"Any manufacturers' association should be able to furnish its members with complete data regarding this service in every section of the country, and the warehousemen's organizations are in position to furnish invaluable information. And I am convinced that an investigation of the subject by any advertiser will result in lower distribution costs and better results from his selling and advertising efforts."

### Kingston Car Heaters Advertised to Consumer

The Kokomo Electric Company, Kokomo, Ind., is making a national advertising campaign in magazines on the Kingston car heater to car owners who drive in winter. Some of the copy features the heater as an ideal Christmas gift.

The product has not heretofore been nationally advertised to the consumer. A business-paper campaign has been carried on for the last several months. A direct-mail campaign is also being made to dealers to whom such helps as window and counter displays, interior hangers, circular matter, and newspaper electrotypes are being furnished.

This company, which manufactures magnetos, spark coils, plugs and switches, had national distribution through direct factory branches in many large cities, before manufacture of the Kingston car heater was started.

### Beech-Nut Packing Earnings Larger

The Beech-Nut Packing Company, Canajoharie, N. Y., Beech-Nut food products, for the first nine months of the current year, reports net earnings before taxes of \$1,907,843. This compares with \$1,692,803 in the corresponding period of 1922.

### Joins Aitkin-Kynett Agency

Alfred Warner Armstrong, Jr., formerly with E. I. du Pont de Nemours & Company, at Wilmington, Del., has joined the copy department of the Aitkin-Kynett Company, advertising agency of Philadelphia.

### "Radio Age" Appoints Eastern Representative

E. V. Hevey & Company, publishers' representatives, New York, have been appointed by the *Radio Age*, Chicago, to represent that publication in the East.

## There Are No Padlocks on the Pockets of Cincinnatus

Eighty-eight thousand individual givers—an average of one from every family in the city, contributed to the Community Chest for the support of social service agencies in Cincinnati this year. Half of them own the homes they live in; six-sevenths of them are native-born Americans with American liberality in spending as well as in giving. All of them are regular, daily readers of the TIMES-STAR.

Attract the attention of these home folks, secure their interest in the goods or services you have to sell, awaken their desire for possession or enjoyment, and they will take the fourth step for themselves.

The TIMES-STAR is the one medium that reaches and influences every buying unit in this community; it is their source of information and guidance on matters related to the expenditure of the family budget and the investment of the family surplus. The community extends to its advertising pages the same confidence that it accords to its news and editorial columns.

If this were not so the TIMES-STAR could not have held undisputed supremacy for fifteen consecutive years nor would the statements of display lineage for the first six months of the present year show it leading the field with 5,999,259 lines, and carrying 45% of all the national display advertising carried by the four Cincinnati papers during the same days.

*No, there are no padlocks on the pockets of Cincinnatus. Let the TIMES-STAR tell him what you have to sell, and, if it's good, he'll buy it.*

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



## From one manufacturer to another:

"The J. H. Cross Co., of Philadelphia, have taken care of our advertising since its inception, and we are most pleased to say that they have given us wonderful service, and have helped make the Martex name what it is today. . . . They have given us their personal attention at all times." This is an extract from a letter written by our client, W. H. & A. E. Margerison & Co., makers of Martex Towels.

*Which of these books shall  
we send you?*

How to Judge an Advertising Agency

Points on Merchandising Advertised Products  
Through Department Stores

Merchandising Advertised Products  
Through Drug Stores

# J. H. CROSS CO.

*General Advertising Agents*

CROSS BUILDING, 15TH & LOCUST STREETS  
PHILADELPHIA

*Members:*

American Association of Advertising Agencies  
National Outdoor Advertising Bureau  
Audit Bureau of Circulations

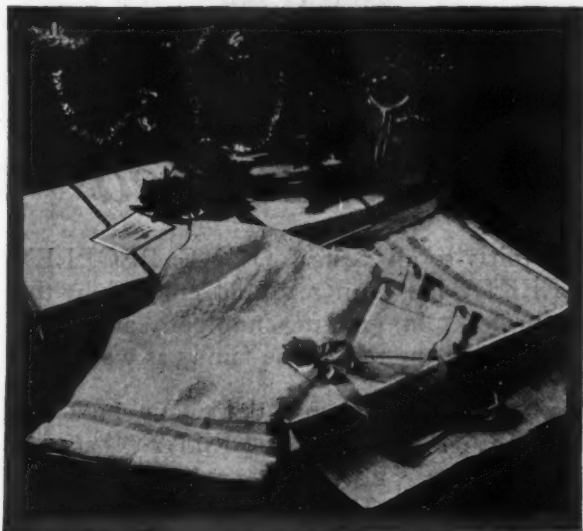




124

The Ladies' HOME JOURNAL

November, 1923



**Why Martex Towels  
Do Not Linger**  
Illustrated endorsement of Martex  
Towels. A fine, clean-cut bath towel  
new and even better in the long  
run. Compare with samples in left.

**MARTEX** Matched Sets for Christmas are ready in the linen department of your favorite store. You cannot give anything more useful or appropriate. Bath mat, bath towels, face towels and wash cloths, in matched colors and patterns attractively boxed. Colors guaranteed fast. The red Martex label is on the corner of each genuine Martex product.

W. H. & A. E. MARGERISON & Co., Philadelphia, Pa.



**Why "Sample" Towels  
Cannot Wear Well**  
Illustrated endorsement of a  
"cheap" Turkish towel. See the loose,  
rough, worn, shabby. Compare  
also with samples in left.

# MARTEX

TURKISH TOWELS-BATH MATS-WASH CLOTHS

The page reproduced above appears in four colors in the November *Ladies' Home Journal*. It was prepared by J. H. Cross Co., Philadelphia, for W. H. & A. E. Margerison & Co., Philadelphia.



## *Time-Tested*

For thirty-seven years YOUNG PEOPLE'S WEEKLY has been read and enjoyed by the young folks in growing numbers, and quite generally by the rest of the family as well.

It is gratifying to record that while 1922 was YOUNG PEOPLE'S WEEKLY "banner" advertising year, it will be exceeded by the substantial gain of 1923.

To have served our readers so well and our advertisers so profitably completes, with 1923, a thirty-seven-year, time-tested record of which we are justly proud.

## **YOUNG PEOPLE'S WEEKLY**

**David C. Cook Publishing Company, Elgin, Illinois**

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce,

95 Madison Ave., New York

Ronald C. Campbell,

326 W. Madison St., Chicago

Sam Dennis,

Globe-Democrat Building, St. Louis

**"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS**

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD   THE GIRLS' COMPANION   YOUNG PEOPLE'S WEEKLY

# Rules for Employees That Improve Harmony and Increase Efficiency

What the Book of Rules and Regulations Contains and How It Is Written

WOODWARD, WIGHT & COMPANY  
LIMITED

NEW ORLEANS, Oct. 18, 1923.

Editor of PRINTERS' INK:

If you happen to know of any concerns who issue "Rules for Their Employees" and a general "House-Policy" we would appreciate it very much if you would advise us the names of these concerns.

WOODWARD, WIGHT & Co., LTD.,  
L. C. DECKBAR.

THE book of rules and regulations for employees is generally found in the larger manufacturing organizations, among the railroads and other public utilities of any considerable size, banks, insurance companies and miscellaneous establishments, such as the great mail-order houses and department stores, where the number of workers mounts into the thousands.

When properly planned, these rules are of distinct help in assisting the management to knit a large group of workers into a compact unit, to preserve and improve the harmonious relations between the various departments and individuals, and to increase efficiency throughout the entire staff. Likewise, a human presentation of these rules, means that the rank and file will better appreciate why they were promulgated and consequently be more amenable to the aims and desires of the management.

Below is a list of companies which have prepared more or less extensive rule books, which those who are attracted to the subject will find at least interesting:

Joseph Bancroft & Sons Company,  
Wilmington, Del.

Brooklyn Edison Company, Brooklyn, N. Y.

Carpenter Steel Company, Reading, Pa.  
Consolidated Gas, Electric Light & Power Co., Baltimore, Md.

Curtis Publishing Company, Philadelphia, Pa.

Edison Storage Battery Company, Orange, N. J.

Edison, Thomas A., Inc., Orange, N. J.  
Equitable Life Assurance Society,  
New York City.

First and Security National Bank,  
Minneapolis, Minn.

Ford Motor Company, Detroit, Mich.  
Goodyear Tire and Rubber Company,  
Akron, Ohio.

Grand Rapids Refrigerator Company,  
Grand Rapids, Mich.

Guardian Life Insurance Co. of  
America, New York City.

Hager & Brother, Lancaster, Pa.  
H. J. Heinz Company, Pittsburgh, Pa.

Hood Rubber Company, Watertown,  
Mass.

Isaac Ginsberg & Brothers, New York  
City.

Marshall Field & Company, Chicago,  
Ill.

Oesterlein Machine Company, Cincinnati,  
Ohio.

Philadelphia Trust Company, Philadelphia,  
Pa.

Plant, Thomas G., Company, Boston,  
Mass.

Portsmouth Cotton Oil Refining Company,  
Portsmouth, Va.

Retail Credit Company, Atlanta, Ga.  
Rudolph Wurlitzer Company, Cincinnati,  
Ohio.

Sprague Electric Works of General  
Electric Company, Bloomfield, N. J.

Sun Ship-Building Company, Chester,  
Pa.

United Cigar Stores, New York City.  
Wooster Brush Company, Wooster,  
Ohio.

It should be understood that the book of rules is quite different from the book explaining the general house policy. The latter often takes the form of a sales manual. Inasmuch as the sales force is constantly in contact with the buying public, it is important that the road force be thoroughly posted on the broad aspects of the general policy of the house.

John H. Patterson, of the National Cash Register Company, was among the first to comprehend the necessity of coaching the salesmen so that they would properly represent and interpret the company's policies. With this in mind, he compiled what was probably the first sales manual. Certainly, it was one of the first books issued by a manufacturer for his salesmen, which treated the major phases of the selling problem in a simple, human and exceedingly helpful style.

Included in the book, or rather woven in practically every page, was a clear and concise explanation

tion of house policy. Since then, the idea has become popular. Many an organization boasting of a sizable sales force distributes among its salesmen a sales manual which provides practical selling information and an outline of the general house policy. These sales manuals have been discussed frequently in *PRINTERS' INK*. A list furnishing the titles, dates of issue and page numbers of twenty articles describing as many sales manuals may be had on request.

#### BOOK OF RULES FOSTERS COMPANY LOYALTY

But the book of rules and regulations has not been given a proportionate amount of attention. Yet, it is frequently a pretentious affair and is sometimes immensely valuable along the lines of bringing the new employee into harmony with the traditions of the organization and getting the entire staff to back up the public's opinion of the company as engendered by the national or local advertising. The New York Edison Company, by way of introduction to its handbook—a seventy-two-page affair—makes the following explanation of why the book was published and, at the same time, gives an inkling as to the material it contains:

"In securing new business and holding old, and in maintaining harmonious relations with the public the contract and inspection department has an important work to perform, a work of large responsibility, if the best service is to be rendered to the public.

"The degree of success with which this responsibility is discharged is determined ultimately by the efficiency with which each individual in the department does his work; the ability of each individual to deal effectively with the many situations as they arise is the chief factor in this success.

"With the possible exception of courtesy there is no other qualification more important to an employee in rendering satisfactory service than the knowledge of the relations of the company to its customers, and of the part per-

formed by each division or branch of the organization in this relationship.

"The first few weeks are the hardest for the new employee; so much is new and strange, and usually authentic information is not easily obtained. To correct this condition, this 'Hand Book' has been prepared.

"The book presents in a comprehensive and concise form information about which customers are likely to ask questions. It gives in detail the duties and scope of the various bureaus, the location and functions of district offices, the boundaries of districts, etc., and general information which all new employees should have. The more technical details in the introduction and use of Edison service are given in the book on 'Service and Meter Rules and Regulations' and are therefore not included in this book."

Obviously, a booklet of this type is a valuable aid in bringing the new employee, together with the old, into harmony with the advertising. Each individual in an organization controls a segment of the good-will which fair dealing and consistent advertising has built up and he can either increase or decrease his share. Advertising establishes a definite conception of the company in the public's mind. One of the purposes of the rules book is to assist the management in picturing this attitude of the public to the workers and then getting them to live up to the established reputation.

However, judging from the books of regulations which we have examined, there is need for greater care, both in choice of the rules themselves and the language employed to explain them. The Southwark Foundry & Machine Company, Philadelphia, introduces its rules by saying: "We endeavor to have just as few rules as possible, but, as in all well-ordered organizations, the observance of certain regulations is necessary." Exactly two small pages are required to list all the rules which this company believes requisite for a well-ordered

## The Average Profit of the Advertising Agency

Gentlemen:

An advertising agency which is economically and efficiently operated and which gives full service to its clients, averages 3 per cent net profit annually—that is, if the agency is a corporation, this would be the amount to apply toward dividends.

If a new account of \$175,000 were to come into the agency that would mean that the net profit on that account, applicable to dividends would be \$5,250.

The advertiser is perfectly willing that the agency should make its 3 per cent net profit, but at the same time the advertiser wants to get full service to the extent that the gross compensation on his account entitles him. It is therefore perfectly proper that an advertiser should raise the question with his agency as to how the total gross compensation accruing to the agency from his particular account is being spent. His only object in going into this subject would be to see whether he were getting service to which he is entitled.

Many progressive advertisers today are appropriating extra funds for their advertising agencies because they have discovered that the agencies have trained forces for making trustworthy investigations, general surveys and exacting analysis on which future plans can be based.

Yours very truly,

*M. P. Gould Company*

Advertising Agency, Est. 1895

454 Fourth Ave., N. Y.  
Phone Mad. Sq. 9070

Charter Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau

organization to operate efficiently.

Moreover, the rules are written in a language that would not offend the most democratic, liberty-loving soul. For example, it is important that machines be cleaned regularly. But the company does not come out flatfootedly and dogmatically with: "Thou shalt clean thy machine every Saturday."

Instead, we read: "Each operator cleans his machine every Saturday between 11.30 and 12.00 o'clock noon. Every careful worker takes pride in the appearance of his equipment." What a vast improvement that is over a preemphory order. The rule is, undoubtedly, insisted upon just as strictly as it is in other plants where less tact is used. But instead of commanding, the Southwark company informs. Notice, also, that there is no pleading. It is simply a straightforward statement, which anyone can understand and which will more likely be taken to heart than formally worded instructions.

In almost every large organization employees check in and out by timeclock. Salaries are made out in accordance with the time card and it is, consequently, imperative that all workers know what is expected of them in this respect. Here is how the Southwark Foundry & Machine Company informs its workers on this point:

"A new clock card is issued to each worker once a week. Upon entrance in the morning each employee takes his card from the rack marked 'Out,' puts it in the clock and punches his time in. He then places his card in the rack marked 'In.' When leaving at night he takes his card from the 'In' rack, punches time out and leaves the card in the 'Out' rack. Night shift hours will be according to regulations issued when required.

"Time is computed in units of not less than fifteen minutes. Consequently if you enter after the whistle blows you are docked fifteen minutes for any tardiness up to a quarter of an hour; if you are late more than fifteen min-

utes, but less than thirty, you lose half an hour, etc.

"Since you get paid according to the time indicated on your clock card, it is very important that your card is correctly rung up each day. Your time card is checked up with your clock card."

There are eight pages, all told, in the Southwark book. In our opinion these eight pages of cheerful talk accomplish more good than a hundred pages of rules and regulations which read almost like the directions for operating a machine. Picture, for instance, the new employee, reading the following paragraphs comprising a part of the introduction to the Southwark employees booklet:

"You are extended a hearty welcome as a member of the Southwark organization. You are now with one of the oldest manufacturing concerns in the United States, this firm having been in continuous operation since 1836.

#### MORE THAN PAY-ENVELOPE INTEREST FOR EMPLOYEES

"We want you to feel that you have a greater interest here than merely drawing a pay envelope once a week. We want you to benefit also from the brotherhood spirit that pervades the entire organization and finds partial expression in the 'Life Insurance Plan,' the 'Beneficial Association,' the 'Southwark Foundry Building Association,' and our 'Welfare Committees.'

"Participation in our employee benefits is entirely voluntary on your part—there is no compulsion as in many other organizations. The firm insures you at its own expense. If you desire to enjoy the advantages of the 'Beneficiary Association' you can do so by paying a small amount once a month. You are not obliged to become a member, but we are sure the benefits offered will appeal to you.

"You are urged to bring your troubles, either in the shop or at home, to the attention of the 'Welfare Committee,' who will gladly co-operate with you in ironing out your difficulties.

(Continued on page 129)

# BUILDING MATERIAL

—**E**VERYTHING that goes into building a home, factory, hotel or office building, can be successfully advertised in The Enquirer—for it carries more building and real estate news than all other papers combined.

Read by every architect and builder in Cincinnati.

—Is considered as the "Market Place" by all realtors and folks who want to buy, sell or build.

## THE CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

*Covers Cincinnati Every Day.*

*Covers in the Way That PAYS*

**I. A. KLEIN**  
50 East 42nd Street  
New York

**R. J. BIDWELL**  
742 Market Street  
San Francisco

**I. A. KLEIN**  
76 W. Monroe Street  
Chicago

# WHAT THIS OLD WORLD NEEDS MOST

International trading—buying the other man's goods and selling *him yours*—that's what makes for prosperity and peace. International commerce—the interchange of goods between nations—will do more to solve the world's problems than treaties.

Canada is an "International Trader" of growing importance.

*For 12 months ending July, 1923, Canada's International Trade was \$1,875,000,000 (one billion, eight hundred and seventy-five million dollars), a figure probably never reached in peace times by a country of Canada's size.*

## THE DAILY NEWSPAPERS



# ARE YOU GETTING ANY OF THIS TRADE?

You should take immediate steps to share in Canada's growth and prosperity.

The surest, quickest, most efficient way is to advertise in Canada's newspapers.

Through the columns of the Canadian Daily Newspapers you can "blanket" the country. Or you can "zone" your appropriation in those Provinces where you now have distribution, or is easiest for you to secure.

10% of your U. S. appropriation will do it.

Ask your agency for figures—or write direct to these papers.

## USE THESE PAPERS IN CANADA

### *The Maritime Market*

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

### *Quebec Market*

	Population	Newspaper
Quebec	117,500	L'Evenement (French)
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle (French)
Three Rivers	23,000	Le Nouvelliste (French)
Montreal	839,000	Gazette
Montreal	839,000	La Patrie (French)
Montreal	839,000	La Presse (French)

### *Pacific Market*

	Population	Newspaper
Victoria	60,000	Colonist

### *Ontario Market*

	Population	Newspaper
Toronto	622,326	Globe
Kitchener	29,000	Record
Peterboro	25,000	Examiner
Kingston	25,000	Whig
London	70,000	Advertiser
London	70,000	Free Press
Brantford	35,000	Expositor

### *Prairie Market*

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Calgary	75,000	Herald
Edmonton	70,000	Journal
Moose Jaw	20,000	Times
Saskatoon	31,364	Phoenix & Star
Regina	35,000	Leader & Post

# OF CANADA

# *A consistent FIRST*

What *MORE* can be said of the continued dominance in Syracuse, N. Y., by

## THE SYRACUSE HERALD

than is said by the lineage figures for the month of September?

### LOCAL DISPLAY

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
604,695 lines	349,538 lines	160,797 lines	397,362 lines

### FOREIGN DISPLAY

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
97,237 lines	88,998 lines	17,108 lines	89,041 lines

### AUTOMOTIVE

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
85,183 lines	66,920 lines	22,519 lines	40,223 lines

### TOTAL DISPLAY

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
787,115 lines	505,456 lines	200,424 lines	506,625 lines

### CLASSIFIED ADVERTISING

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
65,205 lines	62,916 lines	13,475 lines	36,659 lines

### DEPARTMENT STORES

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
112,497 lines	72,289 lines		92,169 lines

### FOOD ADVERTISING

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
33,971 lines	16,513 lines	6,923 lines	20,692 lines

### MEN'S WEAR

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
69,943 lines	43,050 lines	21,630 lines	44,149 lines

### WOMEN'S WEAR

Herald (7 days)	Post-Standard (7 days)	Telegram (7 days)	Journal (6 days)
70,266 lines	27,363 lines	27,006 lines	47,719 lines

*Special Representatives*

## PRUDDEN, KING & PRUDDEN

286 Fifth Avenue  
New York

Globe Building  
Boston

Steger Building  
Chicago

Sharon Building  
San Francisco, California

San Fernando Building  
Los Angeles, California

"In short, we want you to realize that the officers of the company, the department heads and your co-workers stand ready to meet you more than half way in maintaining the interested loyalty of all the members of the Southwark organization, and in keeping beneficially active the spirit of co-operation and brotherhood which has always been an important feature of this organization."

The Metropolitan Life Insurance Company has a book of twenty-odd pages. This governs the home office clerical employees. For the purpose of indicating the type of material generally included in these books, we are reproducing below the index to the Metropolitan brochure:

#### RULES FOR EMPLOYEES

	Page
Absences .....	7
Appointments .....	5
Attendance Bonus .....	6
Miscellaneous .....	10
Office Hours and Attendance .....	6
Overtime .....	7
Pneumatic Mail Tubes .....	19
Ratings .....	5
Reception Room .....	10
Salaries .....	5
Tardiness .....	9
Telephones .....	20
Vacations .....	9

#### COMPANY OFFERS TO EMPLOYEES

Additional Life Insurance .....	16
Dental Clinic .....	18
Educational Courses .....	20
Employees Organizations .....	21
Eye and Ear Clinic .....	18
Glasses .....	18
Group Health Policy .....	12
Group Life Policy .....	12
Gymnasium .....	16
House Mother .....	16
Library .....	17
Luncheon .....	17
Medical Rest Room and Clinic .....	18
Musical and Athletic Organizations .....	21
Staff Savings Fund .....	19
Umbrella Service .....	20

Occasionally, rather ludicrous rules are found in these booklets. At least they appear, on the surface, to be droll. One company, for example, lets it be known through its book of rules that: "Women clerks are not allowed to take down their hair in the office nor in the rest rooms." Surely the following rule does not mean exactly what it says: "Conversation outside the office with respect to the management and methods

of the business, or to any of the facts or figures relating to it, is strictly prohibited."

This same company lays down the dictum that: "Clerks are not allowed to wash or fill ink-wells." Also, these same "clerks are not permitted to eat food of any kind during office hours unless ordered to do so by the medical staff." Finally, we read: "Loans with interest by one employee of the company to another are absolutely prohibited and will result in the immediate dismissal of the lender."

It is interesting to compare the language in the above quotations with that employed by the Southwark company. Both organizations are of the same high type. Each has evolved certain rules which, when understood and obeyed, redound to the benefit of the individual worker as well as the management. Yet, if one knew nothing of either organization, and judged their relative merits from the employee standpoint solely on the strength of the two booklets, the good-natured, homely language of the Southwark company would win nine times out of ten.

Most concerns seem to discourage the practice of receiving personal mail at the factory or offices and the same applies to telephone messages. Where a library is maintained this is usually referred to in the rules book. Insurance, benefit societies, workers' co-operative organizations, educational work, medical service, and similar phases of management-employee relations are usually discussed in the book of rules and regulations. The New York Edison book, referred to previously, covers these subjects: Absence, Association of Employees, Boy Scouts, Bulletin Boards, Clubhouse, Courtesy, Educational Opportunities, The Edison Weekly, Expense Accounts, Holidays, Identification Cards, Library, Office Hours, Pay Day, Personal Mail, Personal Records, Resignations, Restaurant, Rest Room for Women, Resident Nurse, Savings and Loan Association, School Records, Special Telephone Direc-

tory; Suggestions, Tardiness, Telephones, Vacations, Visitors.

After these topics are briefly covered, the book then takes the employee through the various steps taken by a new customer in obtaining electric service. The final half of the book is devoted to a list of the various offices and bureaus of the company, the names of the executives in these offices, the address, and the duties of each office.

At the back of the book is a reference index. This is a novel idea. It is a list of questions followed by the name of the individual or bureau which should be consulted for the answer. For example: "Complaints (disputed responsibility for bills)—Bureau of Special Service," or "Follow-up letters (sending out)—Follow-up Bureau."

Some banks and trust companies have rule books which contain the typical old-fashioned bank atmosphere. Throughout they are cold, formal, austere. In contrast with them is the following handling of a very delicate subject by a New York trust company:

"The suggestion has been made that rules governing the dress of the women employees should be adopted, as has been done in many places of business.

"The management does not wish to dictate, but it does urge that the greatest care be taken by the women in the type of clothes worn during business hours. They should be simple and plain.

"Now that women are playing such an important part in the business world, they must themselves realize that an appropriate business costume, as that of male employees, must be carefully considered.

"It is above all things advisable that women in business, should be as inconspicuous in every way as possible. They have a share in the prestige of this organization to keep up and each one is individually responsible."

If general principles may be laid down concerning the book of rules and regulations, we would suggest these three: Tell the em-

ployees everything they should know concerning the management and staff relations but remember that most of us have a certain sense of pride in the job as well as a realization of obligation to the employer and it is not desirable to over-emphasize minor details; second, aim to have as few rules as possible; third, don't talk as though you were a teacher talking to unruly pupils.—[Ed. PRINTERS' INK.

### Presents Flag to New York Advertising Club

The New York Advertising Club was presented with an American flag by Ad Men's Post No. 209 of the American Legion at a joint luncheon which was attended by about 250 club and legion members. H. H. Charles, of the Charles Advertising Service, Inc., president of the club, introduced the chairman of the meeting, R. B. Alexander, of the Crowell Publishing Company. After an address by Charles Stelzle, the flag was presented by Theodore E. Damm, of the Joseph Richards Company, Inc., commander of the post. Mr. Alexander, past commander of the Ad Men's Post, accepted the flag for the club.

### Technical Advertisers to Discuss Reference Mediums

"How Reference Mediums Can Help Business" will be the subject discussed at a dinner meeting of the Technical Publicity Association, New York, to be held at the Machinery Club, New York, on November 9. Col. Henry H. Burdick, president of the Directory and Reference Mediums Department of the Associated Advertising Clubs of the World; D. N. Pierce, "MacRae's Blue Book," and C. L. Williams, Sweet's Catalogue Company, are among the speakers scheduled.

### Craven Mixture Account for Derby Brown Company

The advertising account of Carreras, Ltd., London, Eng., has been placed with the New York office of the Derby Brown Company, Inc., Boston advertising agency. A magazine and newspaper campaign is being prepared on Craven Mixture smoking tobacco.

### Will Change Name to "Children's Vogue"

The name, *Children's Royal*, one of the Condé Nast publications, New York, will be changed to *Children's Vogue* with the February-March issue of that bi-monthly publication.

**I**NDEPENDENCE comes to the farmer in Arizona. Seventy-one per cent of the farmers in Maricopa county own their farms. The value of crops for Maricopa county for the census year was \$24,054,416.00, about 60% of the agricultural production of the state. Dairy products for the same period totaled nearly three million dollars.

Sixty-five per cent of the people of Arizona live in the country. Eighty-two per cent of the farmers are native white, and foreign-born whites raise the figures to ninety-two per cent.

#### ARIZONA CROP YIELDS

Arizona leads all states in value of cotton produced per acre and in the yields per acre of tame hay. Only one state exceeds Arizona in acre yields of grain sorghums.

##### The Following List Shows the Variety of Arizona Crops

Alfalfa	Endive	Oranges
Apples	Figs	Olives
Almonds	Fruit, Deciduous	Onions
Apricots	Feterita	Oats
Asparagus	Flowers	Parsley
Beets	Grains	Peas
Beans	Grape Fruit	Pumpkins
Barley	Garden Truck	Parsnips
Butter	Grain Sorghums	Peanuts
Berries	Grapes	Pomegranates
Bermuda Grass	Hay	Potatoes
Blackberries	Horses	Poultry
Cotton, Long Staple	Hegari	Pastures
Cotton, Short Staple	Kale	Potatoes, Sweet
Cotton, Egyptian Lint	Kohlrabi	Plums
Cheese	Lemons	Pears
Celery	Lettuce	Peaches
Corn, Broom	Livestock	Quinces
Corn, Indian	Mustard	Radishes
Corn, Silage	Millet	Roses
Cabbage	Milk	Rye
Cantaloupes	Mules	Raisins
Cauliflower	Milo Maize	Swiss Chard
Casaba	Okra	Squash
Cow Peas		Salsify
Cows, Milk		Sudan Grass, Seed
Cress		Spinach
Cucumbers		Strawberries
Citron		Sheep
Collards		Turnips
Carrots		Tomatoes
Clover		Wheat
Cattle		Watermelons
Dates		Yams



### The Arizona Republican—Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, Brunswick Building  
 CHICAGO—Williams, Lawrence & Cresmer, Harris Trust Building  
 SAN FRANCISCO—M. C. Mogensen & Co., Examiner Building  
 LOS ANGELES—M. C. Mogensen & Co., Title-Insurance Building  
 SEATTLE, WASH.—M. C. Mogensen & Co., Securities Building

# The Great American Cupboard

An Analysis of the Retail Grocery Outlet Made Especially with the Baking Industry in Mind

By David N. Walker, Jr.

A SALESMAN once said to a grocer, "Mr. Jones, you have three problems." To which the grocer replied, "My God, man, I have three thousand!"

Perhaps many of the bakers of the country likewise feel that they have thousands of problems, but the selling problems of the wholesale baker are but two in number—*selling the grocer and obtaining increased specification for his brand.*

To understand adequately the position of the grocer in the scheme of distribution today it is necessary to comprehend the recent economic history of the United States.

Let us review two phases of economic history during the last forty years which are known to all of us—the period of large scale production, and the period of advertising and selling.

## THE PERIOD OF LARGE SCALE PRODUCTION

The rapid extension of railroads following the Civil War was indicative of the approach of a great industrial age. The railroads developed the immense sources of supply of the country. They brought coal from Pennsylvania, grains from the Mid-West, and lumber from the Far West. In fact, in 1880, fuel, food, and material for shelter constituted four-fifths of the freight carried by railroads.

But down below are the fundamental likenesses—less easily recognized, but more certainly the motives of action. It is these likenesses which remain constant, and the reactions from which can be predicted.

It would be blindness to ignore that differences of habit, of tem-

perament, of buying power, just as differences in mediums, territory or distributing systems, do exist between countries as they do within any one country. Any attempt to launch an American advertising campaign without careful study of these differences by a competent representative on the spot, would certainly not attain the greatest success. But granted such representation, the exporter to a foreign country should be on his guard against letting these differences seem too important.

The problem to be solved abroad, remains what it is at home, no more difficult—perhaps less difficult—than the problem of appealing to the inhabitants of Western Pennsylvania or to the Mississippi Delta—"a study of the article, its market, and its competition, and then with a knowledge of human reactions, planning the force that will sell it."

Saint Paul spoke with a marked contempt of the Athenians because they were always in search of "some new thing." Like all travelers he was on the watch for differences, and was able to see them where, perhaps, they did not actually exist. And even today there are many individuals who feel bound to defend their countrymen against the charge of being too keenly interested in what is new and untried by time. But experience is showing every day to that increasing number of Americans who are successfully selling and advertising abroad, that people are not basically different, but alike, that a new thing is attractive to everybody, and if sold with an appeal based on the fundamental human emotions, will draw a response with a certainty that can almost be predicted.

During the period of large scale production, which we may say started forty years ago, the size of industrial establishments was en-

*f*ifty-one per cent  
of all the money  
spent for Kansas  
City's daily newspapers  
is paid for the Kansas  
City Journal and the  
Kansas City Post ....  
More than 315,000  
circulation every day.

**THE KANSAS CITY JOURNAL**  
**THE KANSAS CITY POST**

*Morning*

*Evening*

*Sunday*

**WALTER S. DICKEY**  
*Owner and Editor*

**EDWIN O. SYMAN**  
*General Business Manager*

**J. MORA BOYLE**  
*Advertising Director*

National Representatives: Verree and Conklin  
New York Chicago Detroit San Francisco

# We Turned Down \$6,000

THAT was definitely offered us by a Hardware manufacturer for the front cover of **HARDWARE DEALERS' MAGAZINE** for a year as advertising space. In order to keep our magazine the best possible, however, we had to turn it down. Instead, we use the cover space for a handsome new picture in colors every month. These covers, coupled with the powerful contents Roy F. Soule is putting into every issue, are creating a tremendous reader interest.

**HARDWARE DEALERS' MAGAZINE** is spoken of as the "1924 Model" of business journalism!

370 Seventh Avenue, New York

**Hardware Dealers'  
Magazine**

The oldest hardware monthly



# Experienced Exporters

HERE are some manufacturers experienced in exporting, who signed contracts this Fall for advertising in the largest paper in the export field, one with a great record of 46 years back of it:

American Multigraph Sales  
Corporation

American Rubber & Tire  
Co.

Baker R & L Co.

Chandler Motor Car Co.

Clark-Turner Piston Co.

Cleveland Automobile Co.

Davenport Mfg. Co.

Dayton Rubber Mfg. Co.

Electric Wheel Co.

Gardner Motor Co., Inc.

Chas. M. Higgins & Co.

Holsman Co.

Kelsey Press Co.

National Vulcanized Fibre Co.

Ottawa Mfg. Co.

Owensboro Ditcher & Grader  
Co.

Pioneer Paper Co.

H. M. Sheer Co.

L. S. Starrett Co.

A. L. Swett Iron Works

Western Machinery Co.

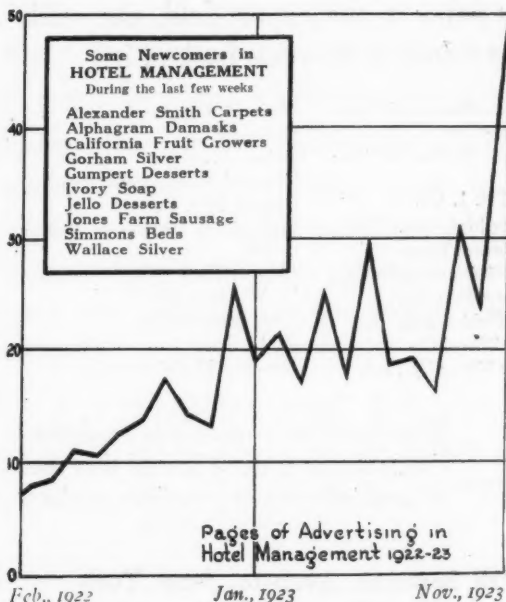
There is no better medium to reach merchants abroad than the journal they read to keep informed on American products

370 Seventh Avenue, New York

## AMERICAN EXPORTER

The world's largest export journal

# A Gauge of the Fast Growing Interest in the Hotel Market



## HOTEL MANAGEMENT

AHRENS PUBLISHING COMPANY, INC.

134 St. James Place  
Buffalo, N. Y.

Executive Offices  
342 MADISON AVENUE  
NEW YORK CITY

20 East Erie Street  
Chicago, Ill.

Pacific Coast Representatives—Blanchard-Nichols-Coleman

larged. The output was greatly increased, but the number of mills and factories was markedly decreased.

From 1880 to 1890 there was a reduction in the number of woolen mills; iron and steel mills decreased one-third; agricultural implement factories fell off one-half; three-fourths of the leather establishments of the country disappeared. Yet the woolen output was greater, the production of iron and steel increased almost half, the capital of agricultural implement factories was doubled, and the volume of leather products manufactured increased five-fold. Many economies were introduced—of material, machinery and labor. The first big companies as we know them today were organized during this period.

Today, five automobile companies produce more than 85 per cent of the cars of the country; five tire companies already have three-fourths of the capital invested in their industry; a few steel companies produce our iron and steel; meats and slaughtering, the largest food industry in the United States, is chiefly handled by five packing companies, and a few men are reputed to direct, not only the manufacturing, but the distribution, in our most recent industry, the moving pictures.

But the third largest food industry in the United States, the baking industry, has not shown the same marked tendency toward centralization. While it is true that there have been several large consolidations of companies, as yet they are merely sectional in their fields of distribution.

If the tendencies of the last five years toward centralization continue to develop, the large baking companies of the United States will tend to become larger, or necessarily will be supplanted in the baking field by growing companies which are now smaller—in proportion to their ability to overcome the two great selling problems of the baking industry—selling the grocer and obtaining greater specification for their brand.

The second economic period to be reviewed is the present period of advertising and selling.

The buying habits of the American consumer have been vastly changed since the start of the industrial period forty years ago. These changes were brought about by:

An increase in the number of urban workers.

An increase in the general education and earning power of these urban workers.

Formerly the character of the American population was agricultural. At the start of the industrial period, half of the population was employed in city occupations. Since then, the increase in urban employment has been steady, until today seven out of every ten workers are employed in offices, factories, and stores.

#### EDUCATION RAISES LIVING STANDARDS

Not only have we become a great nation of city workers, but our standards of living are constantly changing as a result of greater education and increased earning power.

Forty years ago 17 per cent of the people did not know how to read and write. Today illiteracy has dropped to 6 per cent.

Between 1900 and 1910 the population of the United States increased one-fifth. Yet the attendance at high schools increased three-fourths during the same period. Our most recent census shows that the increase in population during the last ten years was 15 per cent, but the increase in the attendance at high schools was 140 per cent, and at colleges and technical schools, 90 per cent.

Together with this increase in the general education of the American public, there has been a marked increase in per capita wealth. It has more than doubled during the last twenty years. The incomes of wage earners show a steady increase.

Give a man a better education, give him more money to spend and you see the results in the retail stores.

In 1860 there were 40,000 grocers in the United States; today over 335,000 grocers are in business. During the past ten years we have had an increase of 15 per cent in population; yet during the same period we have had an increase of over 100 per cent in the number of grocers. Recently there has been considerable discussion as to whether or not there are "Too many retailers," "Too many grocers." Let us look into the conditions that brought these grocers into being.

Years ago, a barrel of potatoes in the family cellar, eggs from your own chickens, milk from your neighbor's cow, the exchange of tomatoes grown in your garden for the string beans grown in a neighbor's, and baking bread at home, were usual occurrences.

But remember that today seven out of every ten people employed are engaged in industrial pursuits.

Where is the family cellar today? Where is the pantry shelf?—the neighborhood grocery.

The grocer, then, is *The Great American Cupboard*. Let's look at what people get from this cupboard. There is a greater variety of goods bought, they are bought in smaller quantities, and they are bought more often. (Today tea is bought by the quarter-pound, butter by the half-pound, milk by the pint, bread by the loaf.)

People's buying habits are constantly changing. Today we eat more fruits, vegetables, milk, sugar, and bread than ever before. Eight years ago there was practically no demand for prepared salad dressing. Last year the volume of business in salad dressings was \$17,500,000. A few years ago canned milk was a slightly known grocery item. Last year, the canned milk business amounted to over \$339,000,000.

Twenty years ago only two and one-half out of even ten loaves of bread eaten were baker's bread. Today, in cities, seven out of every ten loaves of bread eaten are baker's bread.

What does the American public spend for groceries? Thirty-eight cents out of each wage-earner's

dollar goes for food. In fact, the average family spends over \$500 a year for groceries alone. Every day the American public spends \$40,000,000 for foodstuffs. Does the grocer make any profit from this enormous business?

It has been shown that the chances are 19 to 1 against the average grocer staying in business over seven years. Out of 100 grocers who start in business today but five will be successful seven years hence. In the drug, hardware and department store business, 60 per cent of the stores have a rating of \$1,000, or over. In the grocery store field, only 15 per cent have a rating of \$1,000.

#### WHAT CAUSES THE FINANCIAL INSTABILITY OF THE GROCER?

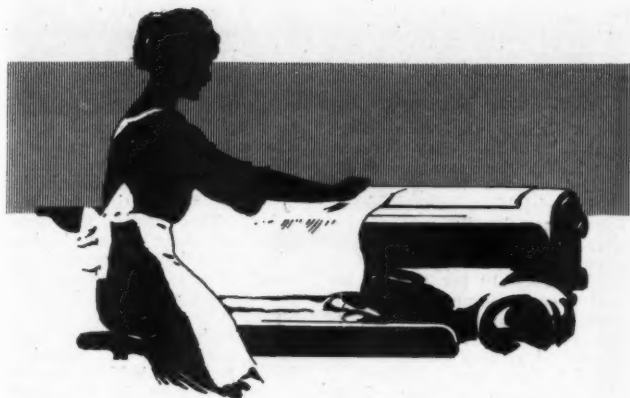
An investigation among 100 representative city grocers showed that 38 were Italians, 16 Jews, 12 Germans, 4 Greeks and 2 Russians. Twenty-eight said they were Americans. Salesmen are apt to say, "Just look at the trade I have. They're terrible! They're all foreigners." The answer is, one cannot expect anything else in the grocery business.

The history of the grocery business has been in effect the history of the recent immigrations from Europe. First, the Scotch and English, then the Irish, then Germans—more recently Italians, Russians and Polish Jews.

These 100 representative grocers have had the following business experience: 20 were formerly grocer's clerks; 22 ran meat, dairy or fruit stores; 23 drove delivery wagons; 7 were farmers; 3 were trolley conductors; 3 were policemen; 1 was a carpenter, and 1 was a fireman. The other 20 said that they were formerly laborers or did odd work.

These are the people who daily distribute \$40,000,000 worth of foodstuffs to people whose buying habits are constantly changing and who are daily becoming more discriminating purchasers!

No wonder so many grocers fail! The grocery business is the easiest business to get into and the easiest business to get out of!



## When the Laundry Basket is Full!

THE American Housewife realizes that it is up to her to supervise the weekly problem of handling the "Family Wash."

Laundress, Laundry or Laundering—the clothes *must* be washed and ironed.

How to solve the Laundry problem from the viewpoints of ease, efficiency and economy is ably discussed by Miss L. Ray Balderston, Instructor in the School of Practical Arts, Teachers College, Columbia University, in the November Modern Priscilla. Her article "Better Buying of Laundry Equipment" is the tenth of the interesting series on "Better Buying," appearing every month in Modern Priscilla.

Over 600,000 readers of Modern Priscilla—the kind of women who pride themselves on efficiency in their homes—will read Miss Balderston's article. Could any better reason be presented why Modern Priscilla is, at all times, the best magazine in which to advertise articles suitable for use in the home?

## MODERN PRISCILLA

*The Trade Paper of the Home*

New York

BOSTON

Chicago

The independent grocer who cannot compete in education, business experience and capital is falling an easy prey to the chain store.

The chain grocery development is a most recent one. Ten years ago in Chicago the chain outlets numbered but 50. Today there are over 1,200. Ten years ago chains handled perhaps 10 per cent of the Philadelphia grocery business. Today they handle over 65 per cent. Ten years ago the 600 chain grocery outlets in New York City did less than 10 per cent of the total grocery volume. Last year 5,000 chain outlets in New York City, or 25 per cent of the total number of grocery stores, are reported to have done a business of \$250,000,000—60 per cent of the food purchases of the New York public.

The growth of the Great Atlantic & Pacific Tea Company is a most interesting one. Twenty-eight hundred stores in 1916, 4,500 stores four years later, and 8,600 stores today.

Today there are 40,000 chain grocery stores in the United States. They tend to do a majority of the grocery business in the larger cities.

What is the selling policy of the chain stores? When necessary, they cater to brand specification. When goods are not asked for by brand name they tend to substitute private brands. But do the chain stores sell much privately branded soap? No. They sell Lux, Rinso, Palmolive, Ivory, Lifebuoy, Fels Naptha, Octagon, etc. Why? The soap industry is highly organized and there is a high degree of brand specification in the soap business.

But this is not only true of soap, it is true of canned soups, pork and beans, catsup, pancake flour, chocolate, coconut, breakfast foods and numerous other products.

Do the chain stores sell their own brands of bread? Yes, if the business is big enough to justify building their own bakeries, because there is a low degree of brand specification in the bread industry.

Few women go into stores and

say, "I want a cake of soap, a can of soup, some pork and beans, a bottle of catsup, a package of breakfast food," without having definitely in mind the brand they want. Yet thousands of women daily go into stores and say, "I want a loaf of bread," and accept the bread that is offered.

The chain stores realize the lack of brand specification for bread today. They realize the importance of their bread business. That's why they constantly feature bread. That's why they carry but one or two advertised brands of bread.

Although chain stores rarely carry more than two brands of bread, less than half of the independent grocers in the United States carry as few as two. Most of them carry from three to five or more.

This history of the grocery chain shows that just as soon as it can get enough bread business in its stores in a given territory to justify building a bakery, it does so. But the history of the chain does not show that it builds a cracker and biscuit factory. For crackers and biscuits are bought by brand name.

Not so with bread. When the time is ripe the chain stores throw out the one or two brands of wholesale bakers' bread they have been carrying as a means of bringing in trade, and supplant these brands of bread with their own.

In certain cities the most difficult problem of the wholesale baker is his retail business—selling house to house. In some cities today it is unquestionably true that the large bakers making a good loaf and doing extensive advertising but unable to sell the chains, are forced to go into the retail business in order to obtain justifiable volume. Does this mean that wholesale bakers, selling cities where the chains do not handle their brand, must eventually sell house to house? Not necessarily. For the solution of the selling problems of the wholesale baker is first selling the grocer, and second, obtaining greater specification for his brand.

Open Letters to  
Advertising Agents

The NATION'S BUSINESS



Published by  
The CHAMBER of COMMERCE of  
the UNITED STATES of AMERICA

Washington

November sixth  
1923

Dear Mr. Gundlach:

Forty-eight Nation's Business' advertisers who had contracts expiring have renewed those contracts for a total of 384-1/3 pages and 33 lines in 1923 or to run in 1924 - an average of eight pages per campaign.

In re-purchasing, twenty-five of these advertisers have bought page or double page space and five others have increased from small to larger space, buying a larger showing in the new contract.

We naturally appreciate the confidence which this indicates in Nation's Business as one of the good tools of advertising.

With heartiest good wishes,

*Victor Whitlock*  
Victor Whitlock  
Director of Advertising.

Mr. E. T. Gundlach, Pres.,  
Gundlach Advertising Co.,  
Chicago, Illinois.

FROM THE NATION'S BUSINESS

# Two Great



The New York Show Number of the **AUTOMOBILE TRADE JOURNAL** will make its appearance in January. It is an issue in which every automotive manufacturer should be represented.

Thousands of dealers will consult it before going to the Show for advance information about the high spots.

Many, many thousands more who cannot go will depend upon this issue of the **JOURNAL** for information about the exhibits. To them it will be the Show itself.

This will make the January number an eagerly looked for, carefully read and long preserved issue. Take good space in it to tell your story to the more than 40,000 subscribers, nearly all of whom are in the trade.

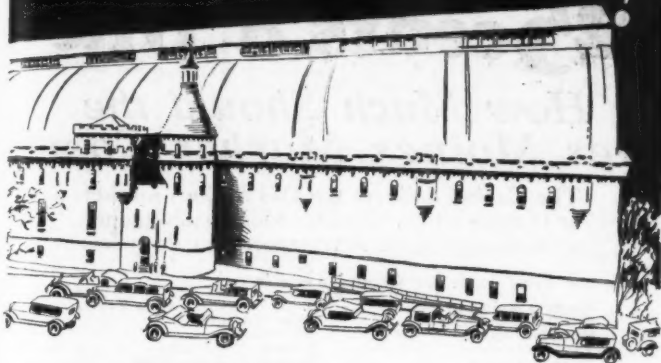
**AUTOMOBILE TRADE JOURNAL**  
Published by



Chestnut at 56th. St.



# Show Issues!



The 1924 Motor Truck Show will be found in the January issue of the **COMMERCIAL CAR JOURNAL**. As there will be no national truck show, this issue is one of great importance to the industry.

Nearly 9,000 truck distributors and dealers who are subscribers to the **COMMERCIAL CAR JOURNAL** will read this issue from cover to cover with keen interest. It is their one opportunity to get a good line on what is being offered and to make comparisons between the various makes and models.

This Show Number is preserved and frequently consulted by these dealers. Its advertising value is great. The use of good space in this issue of the only medium which adequately covers the truck trade is mighty good business.

**COMMERCIAL CAR JOURNAL**  
Chilton Company

New York Show Number  
**AUTOMOBILE TRADE JOURNAL**  
Forms close Dec. 20th.

1924 Motor Truck Show  
**COMMERCIAL CAR JOURNAL**  
Forms close Jan. 8th.



Philadelphia, Pa.

# 14 cents a line versus 25 cents a line

## *How Much Should the Des Moines Market Cost?*

The Capital delivers the Des Moines market at 14 cents a line. No Des Moines newspaper or combination of newspapers can do more.

Here are some exclusive Capital advertisers:

Simmons Beds  
Old Dutch Cleanser  
Shredded Wheat  
Kayser Gloves  
Nairn Linoleum  
Mapi-Flake  
Aunt Jemima Mills  
Edison Electric Appliances  
MacLaren's Mayonnaise  
Franklin Baker Coconut  
Hickory Garters  
Blue Whirl Egg Beater  
General Electric Motors

S. D. Warren Printing Papers  
Jelke Margarine  
Budweiser  
Liberty Hot Plate  
None-Such Mince Meat  
Brookfield Butter  
Salt Lake City Chamber of Commerce  
Stanley Vacuum Bottles  
Hazel-Atlas Glass Co.  
Dutch Masters Cigar  
Wm. Penn Cigar  
Karnak Rugs  
Elgin Watchmakers College

The above national advertisers advertise exclusively in The Des Moines Capital and pay 14c a line; others pay 25c for a morning and evening combination. Some of the above advertisers have used the Capital only for as long as fifteen years; others have been doing it for five and ten years. Many have used the Capital exclusively as long as they have used any Des Moines newspaper.

The Capital covers the city of Des Moines and its actual trade territory thoroughly and adequately. No Des Moines newspaper can deliver more than the Des Moines market.

In the past nine months the department stores of Des Moines have used 291,408 adgate lines more in The Des Moines Capital than in any other Des Moines newspaper.

**Important Note:** The Capital competes with a publisher who advertises a morning and evening newspaper combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

## **The Des Moines Capital**

LAFAYETTE YOUNG, Publisher

Special Representatives O'MARA & ORMSBEE, INC.

New York

Chicago

San Francisco

**CIRCULATION EXCEEDS 60,000 DAILY**

# A Popular Discussion of the Economics of Advertising

Is Advertising Really Wasteful or Is It an Economy?—Question Is Answered in a Way the General Public Will Understand

By James H. Collins

[EDITORIAL NOTE: Advertisers are constantly called upon to justify advertising to the final purchasers of their product. It may be a self-evident proposition to the manufacturers who are themselves advertisers that their advertising is of broad economic value. But how shall the general public be told in terms they will understand? Mr. Collins in this article deals with the subject in a popular manner that will be helpful to manufacturers who are seeking a way of making the reasons for their advertising plain to their buying public.]

**"JUST wait!"** the Socialist used to say to the advertising man. "When the industrial revolution comes, your job will be one of the first abolished. Advertising is waste. It won't be needed in the proletarian commonwealth—people will get all commodities from the communal warehouses."

"Advertising isn't waste!" was the indignant retort. "It is the cheapest form of salesmanship, and increases the consumption of commodities by making them better known."

"Yes! It increases the consumption of patent medicines, chewing gum, lipsticks and cigarettes! Salesmanship is going to be abolished, too, for it won't be needed when the state supplies everything."

So they argued, hammer and tongs, each defending his view, which was only a theory, anyway, until communism got its trial in Russia.

Then it turned out that the Socialist was right—advertising quickly became unnecessary in Russia, because there were no commodities to advertise.

But the advertising man was right, too, because the Soviet government soon began advertising for men and money to come in and make commodities!

Is advertising really wasteful—or is it an economy? Does it increase the price paid for commodities? Who pays for advertising, anyway?

Not the communist alone has asked these questions, but the economist, the banker, the business man. Yes, even the advertising man himself, for while confident that his business was useful, necessary and of public benefit, he has sought facts which would make it clear to others.

People think advertising is extravagant because, nearly always, they hear about great sums spent for space. Most folks know nowadays that a single page in a popular magazine costs anywhere from \$3,000 to \$7,000. They have heard that more than \$100,000,000 a year is spent for advertising in seventy leading periodicals. Estimates of the national advertising outlay in magazines, newspapers, billboards and other channels run all the way from \$250,000,000 a year to more than a billion.

Proud of his growing profession, the advertising man has talked these large figures in proof of its importance.

What he should have talked about, however, is the insignificance of advertising expenditure. The little figures of advertising are most important, not the big ones.

When you hear that \$1,000,000 was spent to advertise coffee last year, that sounds like a lot of money.

But when you know that the per capita drinking of coffee was increased from 320 to 400 cups a year at an advertising cost of less than one cent per person—how

Reprinted by permission of *The Elks' Magazine*, New York.

<sup>1</sup>See "Coffee Trade Committee Reports," *PRINTERS' INK*, March 23, 1922, page 153.

does it sound then? Did you notice any difference in the price of coffee?

Suppose \$100,000,000 a year is spent in magazine advertising. Suppose that much is added to the price of advertised commodities, and the public pays it—which is by no means the case. Your individual share is less than a dollar a year on purchases that will hardly be under \$500—which is a fifth of 1 per cent.

#### A PENNY SPENT BRINGS A NICKEL'S WORTH

As a matter of fact, for every penny you spend in that way, you have received a nickel without knowing it.

Some months ago, a well-known weekly magazine broke a record, appearing with 212 pages and cover in the biggest issue it has ever published. You could buy it on any newsstand for a nickel, or get it by subscription for less than four cents. There was more than seven cents' worth of white paper in that issue. There is always a full nickel's worth of white paper every week. The publisher must spend five cents for paper before he even thinks about stories, articles, illustrations, printing, wrapping, addressing or mailing.

He was able to give you, for four cents, enough white paper to make a six-hundred-page two-dollar novel, with more reading matter in the stories and articles and more pictures. Advertising paid the difference. Roughly, for each dollar that publisher gets from readers his advertisers pay him about five dollars more. For each new page of advertising, he can give readers another page of stories or articles. His magazine may come out next week twenty pages thicker, which will mean two or three additional stories, but the reader pays no more. In the past fifteen years that magazine has grown from an average of about eighty pages to somewhere around one hundred and eighty, with no increase in the subscription price. If it contained no advertising, and sold for a nickel,

there would probably be thirty-two pages, and perhaps less.

This principle of something for nothing to the public holds true of all advertising. Not in magazines alone do people get reading matter for less than white-paper costs, but in their daily papers they get news service that, without advertising, would make it necessary to sell newspapers for five and ten cents a copy. By tradition and conviction, the American farmer refuses to pay more than a dollar a year for his weekly agricultural journal. Without advertising it would be well-nigh impossible to give him such journals. And the technical journals that keep merchants, manufacturers and professional men in every line posted on their work would also be more expensive. Street-car advertising helps keep down fares by furnishing secondary revenue. Even the billboard and electric sign pay taxes, and stiff taxes, too. In the "white light" section of every city, where big buildings make land valuable, you will see some little old buildings surmounted by advertising signs. Such buildings would never earn enough money in rents to pay taxes on the high value of the land they occupy, but the advertising signs pay them.

Quite apart from this value return, however, advertising pays for itself by reducing selling expenses.

By some queer kink in reasoning, people often forget that it always costs money to sell goods. The Michigan farmer slips a note into his bag of potatoes, "I got 24 cents a bushel—how much did you pay?" and it is found by a housewife in Virginia who paid \$2.00. Whereupon they both jumped to the conclusion that somebody took the difference as clear profit. Part of it was freight and hauling, but the merchants who passed along that bag of potatoes and split it up among perhaps a dozen housewives had to pay rent, clerks' wages and other necessary selling expenses. Our school books are full of problems like "Smith bought a horse for \$100, and sold



## "Pay Dirt"

Let us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you *dig*.

McJunkin Advertising  
Company



FIVE SOUTH WABASH AVENUE, CHICAGO

*Announcing*  
the appointment  
*of*

**SAMUEL R. GUARD**

*Director of the*

**DEPARTMENT OF INFORMATION**

*of the*

**AMERICAN FARM BUREAU  
FEDERATION**

*as Executive Advisor  
to the*

**MCCUTCHEON-GERSON  
SERVICE**

A close study convinces us that the nation's outstanding achievement in the field of creative publicity during the last three years belongs to the American Farm Bureau Federation. The net result is a national voice for the American farmer. Our investigation shows that all this is not due to haphazard circumstance, but is the result of a carefully devised and admirably executed plan.

With the establishment of our Agricultural Department, we determined to find the unquestioned leader in this field. We are pleased to announce that he has accepted appointment as executive advisor to our agency and will be available for consultation and personal assistance in all our accounts.

Mr. Guard's reputation as a national publicist and as a farm leader is unique and nationwide. We regard his appointment as a major accomplishment of this agency.

**MCCUTCHEON-GERSON  
SERVICE**

**64 West Randolph Street, Chicago**

**21 Park Row  
New York**

**48 St. Martin's Lane  
London**

him for \$125—what was his percentage of profit?" When Johnny Jones answers "25 per cent," the teacher says, "Right," though Smith had to feed the horse until it was sold, spend time looking for a purchaser, or maybe pay a commission or auction fee. Even the economist has been fooled when he heard that a given article sold to a customer in South America was billed at a price lower than it could be bought in New York. Sales expense again—the South American importer has to bear the cost of selling to his customers, and adds that cost to the retail price.

The more you make of a certain commodity, the cheaper it can be made, by the well-known economies of quantity production.

And the more you can sell, the less your sales cost per unit on the same principle.

Twenty odd years ago a young doctor came home, after studying in Europe, with the conviction that Americans did not eat enough soup. Going to work in his uncle's cannery, he began putting up tinned soup, and sold half a million cans the first year. As soon as he could afford it, he began advertising his product. Today his advertisements are seen everywhere, and a great many folks marvel at his apparently lavish expenditure. But when he sold half a million cans a year, his sales cost was over 20 per cent, while today it is only 5 per cent. A cent's worth of advertising sells six cans of soup. By constantly reminding people of soup through the printed word they not only buy enough to make quantity production possible—the output now often runs to 18,000,000 cans a week—but they buy straight through the year, and that keeps the factory running steadily, and effects economies in overhead expenses. No housewife could make soup for as little money as this manufacturer sells it. His vegetable soup, for instance, contains thirty-four dif-

ferent ingredients. One of them is cabbage, and the housewife would have to buy a whole cabbage to get half an ounce of chopped cabbage in a can of soup.

Less than twenty years ago another manufacturer began making a new type of breakfast food. Right at the start he spent one-third of his working capital for a single page of magazine advertising. That bold "smash" increased his sales from thirty-five cases a day to a couple of thousand. He has been advertising ever since, and now sells more than a million packages daily, having in the meanwhile doubled the size of his package and cut the price in half.

The orange growers in California wondered, some twenty-odd years ago, how they could ever sell 5,000 cars of their fruit—and orange growers in Florida<sup>3</sup> were worried by the same problem. Today, through advertising that costs about one-fifth of a cent per dozen oranges, California and Florida fruit have been put into towns that never got it before, and the country eats about 75,000 cars of fruit a year.

Then, advertising solved an interesting problem for the cranberry growers. When the first cranberries came to market every fall they usually sold at a stiff price—so stiff that many housewives refused to buy even when the price went down later. Also, merchants had a thoughtless habit of sticking to that opening price through the whole cranberry season. Nowadays, the growers begin advertising their berries as soon as they go to market, and a moderate opening price is made on the first berries, and holds throughout the season, so that housewives get the fruit on reasonable terms, and the whole crop is eaten up, where formerly some of it was unsold.

<sup>2</sup>"Why Kellogg Has Faith in Advertising," *PRINTERS' INK*, May 20, 1920, page 17.

<sup>3</sup>"The Farm a Great Reservoir of Branded Advertising," a series of two articles in the July 18 and July 25, 1918, issues of *PRINTERS' INK*.

<sup>4</sup>The advertising experiences of the Florida Citrus Exchange are given on page 3, *PRINTERS' INK*, January 2, 1919.

<sup>5</sup>See interview with Dr. J. T. Dorrance, president, The Campbell Soup Co., in *Printers' Ink Monthly*, March, 1923, page 17.

Advertising men have figured out lower selling costs on many everyday articles that you see advertised in your magazines and newspapers.

One of the most famous cases is that of an artificial abrasive made in the electric furnace. In 1893, only fifty pounds a year were made, and the only customers were jewelers, who bought it for grinding diamonds at nearly \$1,000 a pound. Today, it is sold for four cents a pound, and advertising did the trick. As new customers were found, and the stuff made in larger quantities, the price was steadily reduced—to \$500 a pound, then \$400, then \$10 and finally four cents. Tons and tons of emery powder were used for all sorts of grinding. It sold at four cents. The artificial abrasive could not be made cheap enough to compete in price then, but it would do so much more work, and faster than emery, that it was advertised on that basis, and the output increased so the manufacturing cost could be lowered still further.

When a camera manufacturer began advertising more than thirty years ago, he sold a camera that made a two-and-a-half-inch picture for \$25. Today, he sells a better camera of the same size for \$2.

Grape-juice is another interesting example. The first manufacturer to advertise this beverage, now almost a national drink, sold his product to the grocer at \$10 a case when he began business, at which time he was paying \$10 a ton for grapes. People didn't like unfermented grape-juice then. Even temperance people opposed it. So the public had to be told about its food value and healthfulness, through advertising. Gradually, the trade price has been brought down to between four and five dollars (it fluctuates ac-

<sup>6</sup>See article "Price of Carborundum Goes Down Fast as Demand Grows," March 7, 1918, *PRINTERS' INK*, page 45.

<sup>7</sup>Detailed information concerning the camera manufacturer referred to in this paragraph and the manufacturers referred to in the several paragraphs following will be found in *PRINTERS' INK* for January 22, 1914, page 3.

# Large Printing Orders

We offer Buyers of large printing and binding the most complete facilities of any plant between New York, Boston and Chicago. Our direct mailing and shipping facilities are of the most efficient nature.

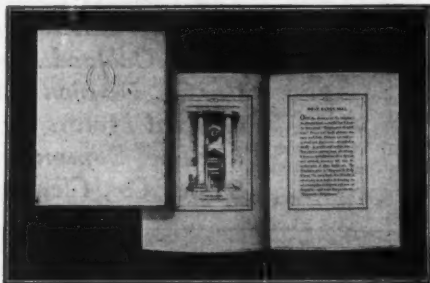
## Haddon Press

INCORPORATED

Where Federal crosses Nineteenth Street

CAMDEN, NEW JERSEY





## A Source Book for Advertisers

TODAY, houses of responsibility want their advertising to proclaim that responsibility.

Strathmore has issued a "show-how" book—the Strathmore Bank book. Bruce Rogers suggests a style for the typography; Ernest Roth, for the illustrations; Arthur Hunt, for the medallion. Strathmore puts a fine substantiability into the picture, through the use of Old Stratford Cover and Book paper.

Already, this book is being adapted for bank statements, publishers' announcements, school brochures, anniversary booklets, and many more.

If you do not receive your copy by November 20, please write to the Strathmore Paper Company, Mittineague, Mass.

## STRATHMORE

EXPRESSIVE PAPERS  
are part of the picture

*This clean cut, attractive poster was designed for the Oakland Motor Car Co., Division of the General Motors Corp. by The Commercial Poster Co., Cleveland.*



Its simplicity and restraint gives it a powerful selling punch. Each poster offers a real show-room value, for it exhibits the Oakland Six Sedan complete, in standard colors and almost life size.

The name, two outstanding features, the trade-mark and the price are displayed—ample space is provided for dealer's name and address.

Because this poster does well what a good motor car poster *should* do we are glad to have had the privilege of designing and lithographing it.

## The Commercial Poster Company

New York  
Gotham Natl. Bank Bldg.

CLEVELAND  
Main Office and Plant

Chicago  
Wrigley Bldg.

cording to the season), while grape-growers are paid from \$50 to \$60 a ton for their fruit.

In other cases advertising gives people better value at the same price.

A certain well-known make of underwear has sold steadily at the same popular price since its manufacturer began advertising twenty years ago, but year by year as his output increased he has used better materials and given his garments a better finish.

A stocking manufacturer, sticking to the same retail price, has put better and better material into his product, and paid his employees better wages.

A corset manufacturer, selling a certain model for one dollar twenty years ago, now estimates that it contains 70 per cent better value in materials, workmanship and little patented conveniences, yet with these improvements sells for one dollar.

Nobody in business escapes selling costs, though some business men do forget to figure them, and thereby come to smash.

Among folks who purchase as consumers there is a great deal of ignorance on this subject, and even more among the politicians and reformers who suggest that the salesman, advertising man and merchant be eliminated, and commodities be distributed to the public through Government warehouses. But one seldom finds a Socialistic merchant, because every merchant knows by experience that goods could not be distributed that way much cheaper. Without the advertising that explains and reminds people, the volume of output would often decrease and the selling costs increase correspondingly.

A little while ago the advertising man found the banker questioning his usefulness. It began during the business depression, when bankers had to scrutinize the manufacturers' and merchants' balance sheets more closely than usual to determine how much money could be safely lent them. The advertising appropriation often ran into an impressive figure, and more than once the

## Increase Costs

**C**OMPARE the costs of transportation for goods and salesmen with the costs of a few years ago.

Grappling with these costs and selling problems which have become so acute, advertisers are interested in knowing what it costs to get business rather than mere volume of sales.

Boston Globe  
Baltimore Sun  
New York Times  
Minneapolis Tribune  
San Francisco Bulletin  
St. Louis Globe-Democrat  
Philadelphia Public Ledger  
Des Moines Register and Tribune

Information regarding these trade centers will be gladly furnished by the advertising departments of these papers, or

**GUY S. OSBORN**

Incorporated  
Western Manager

CHICAGO

1302 Tribune Bldg.

DETROIT 701 Ford Bldg. ST. LOUIS 401 Globe-Democrat Bldg.

banker suggested cutting down expenses by stopping the advertising. Quite a vigorous debate got going between the banker and the advertising man until one banker settled the argument in this conclusive way:

"When the merchant waits for business to come to him in a buyers' market, we laugh at him, and call him a poor business man. When he is forced to cut down one of his best methods of selling because his banker considers advertising an unnecessary item of expense, it is my humble opinion that we should laugh at the banker. When we strike at efficiently applied advertising we strike at salesmanship and the heart of the business."

But every capable banker endorses advertising by using it himself.

Besides making and distributing commodities more reasonably, it has been shown that advertising increases wages and makes steadier employment.

#### HARD TIMES IN TEXTILE MILLS

When the business depression came in 1921, the textile mills of New England suffered severely. For a time it seemed almost impossible to give their products away, and both woolen and cotton fabrics reflected the sullen, silent "strike" of the buying public, when people made last year's suit do a year or two longer, and wore cobbled shoes. But there were several New England textile mills that ran through the hard times with only a few days' lost production, and one cotton mill especially that was millions of yards behind in its orders at the blackest period of depression. Some of these concerns paid higher than average wages to employees, while others, though paying no more by the day, gave their workers more real wages in steady work. In each case, advertising made this possible. For those mills make fabrics that are advertised to the public on their quality, and widely known by name. "Consumer advertising is the key to good wages and good dividends," was the way one manufacturer put it.

And quite apart from dollar considerations, there is the educational value of advertising.

You know that good teeth are worth taking care of—regular brushing and dental attention mean good health. But suppose that you are the one person in a hundred who knows this, and you set to work to improve national health as a missionary, by preaching the gospel of dental hygiene. How would you get the message over to a hundred million people? Tell them by the printed word! Suppose you wrote some articles on dental hygiene and succeeded in persuading every magazine and newspaper editor in the United States to publish such an article every three months. Very few editors would print that many articles on the same subject, but even if they did there would be anywhere from 50 to 350 issues of their publications during the year that contained no article. Through paid advertising, however, this subject of dental hygiene is dealt with in practically every issue of every prominent magazine and newspaper, and in many cases there are a dozen different articles dealing with some angle of the subject in the advertising dentifrices, tooth-brushes and the like.

Americans are known in other countries for their good teeth. That speaks well for the work of 50 000 dentists, but in many cases advertising has sent them to the dentist. Americans are also known the world over for their "room and bath" standard of living—another hygienic development largely brought about through advertising. Pick up any magazine or newspaper and mark the advertisements that have this teaching value, the vigorous presentation of information that is as much for the public good as that of the advertiser who seeks to sell something. Here is a manufacturer of fire extinguishing apparatus talking about fire waste in terms of the community. On the next page a great life insurance company tells mothers how to feed and care for babies through the summer. A concern with

You Need  
CENTRAL NEW YORK  
and the  
SUPER-COVERAGE  
of the  
Syracuse American  
NET PAID CIRCULATION  
88,760

**R**EACHES 58 out of every hundred families in the concentrated merchandising areas of Central New York. The two competitive newspapers combined reach only 61 of each hundred. Contracts still accepted at 15c a line.

#### FOREIGN REPRESENTATIVES

C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY  
F. E. CRAWFORD, 504 HEARST BLDG., CHICAGO, ILL.  
ARTHUR BOOTH, 50 SUTTER ST., SAN FRANCISCO

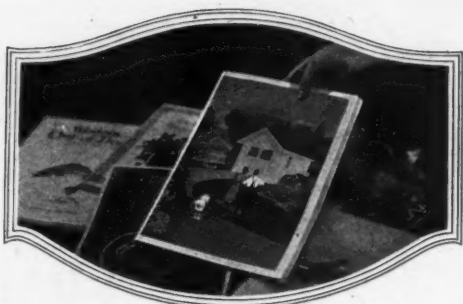
#### G. LOGAN PAYNE COMPANY

TOWER BUILDING	CHICAGO, ILL.
KRESGE BUILDING	DETROIT, MICH.
CARLETON BUILDING	ST. LOUIS, MO.
SECURITY BUILDING	LOS ANGELES, CAL.

#### PAYNE, BURNS & SMITH

247 PARK AVENUE	NEW YORK CITY
100 BOYLSTON ST.	BOSTON, MASS.

Member  
A. B. C.



*The cover that makes*  
**YOUR publication stand out**

Foldwell Coated Cover is a quality paper for attractive magazines and house organs — a cover paper that offers a very effective means of improving the value of your publication. Its surface imparts an exquisite lustre to illustrations. It is durable. It folds neatly at the binding. And it holds at the stitches. Write to us for detailed information in regard to the use of this paper for covers and how it increases a publication's value.

*Send for this New Printed Specimen*

The use of Foldwell Coated Cover for simple mailing pieces is demonstrated in our latest specimen, "Faithfully Yours," in which we show how this stock adapts itself to the self-attached return card idea. We will gladly send it for the asking.

CHICAGO PAPER COMPANY, Manufacturers  
 Desk 11, 810 South Wells Street, Chicago

Distributors  
 in all  
 Principal Cities

**Foldwell**  
TRADE MARK

Folding Coated Book  
 Folding Coated Cover  
 Folding Coated Writing

FOR ALL KINDS OF FINE PRINTING

nothing more than a few cents' worth of colored crayons to sell, explains the value of art teaching in public schools. Several phonograph companies compete with one another, not to persuade people that their instruments are better than the other fellow's, but to bring folks under the spell of good music.

The idea that advertising is some sort of over-burden or supercharge added on to the price of commodities may have worried the reformer. It has not worried the consumer, for an inquiry was lately made among thousands of housewives, by a business association, to find out what they thought about advertised articles. "When you find two things just alike at a store, one you have seen advertised, and the other unadvertised, which do you prefer to buy?" was one question, and more than eighty-seven women out of every hundred preferred the advertised article. Only three out of each hundred chose the unadvertised article, and the rest did not answer one way or the other. "Suppose the advertised article is more expensive—which do you buy then?" More than sixty out of every hundred preferred the advertised thing, even if it did cost more, having read something about it, and therefore feeling that it was honest quality and value, backed by a manufacturer not afraid to stand behind his product.

The economist and reformer is generally a man, but the consumer nearly always a woman. For it is estimated that women buy more than 75 per cent of all the counter merchandise sold in this country.

In debating the question "Who pays for advertising?" the reformer and economist proceed just like men—they figure it out on paper, make an abstruse theory of it, and draw a conclusion from that theory.

But a woman doesn't theorize—she goes shopping. She reads what the advertising manufacturer and merchant have to say about their commodities, examines them in the shops, compares them with unadvertised things. And the fact that

---

# "Punch"

*"The Foremost Humorous  
Journal of the World"*

;;

**THE** Subscribers to "PUNCH" constitute the finest "QUALITY" Circulation available for the Advertising of High-Class Goods and Service. That is why the advertising section of every issue is filled to overflowing with the most desirable advertising issued in Great Britain.

*Most of the issues for next year are already full. Advertisers should therefore apply for available dates before issuing further orders for space during 1924.*

;;

MARION JEAN LYON  
Advertisement Manager "PUNCH"  
10, Bouverie Street,  
LONDON, E.C.4, Eng.

---

## As to Normal Sales and Extraordinary Sales

One of our national advertisers using page space every other month has changed his schedule to every month because, he tells us, *his sales are extraordinary the months his ad appears in The Messenger of the Sacred Heart and nearer normal the off months.*

And his coupon returns are surprisingly large, as well.

Here is a splendid tribute to the influence of our magazine and the responsiveness of our readers which should inspire advertisers not now using our columns—whose copy is acceptable to us.

Two, three and four-color work of mechanical perfection.

Women readers; large families; cumulative value for repeated insertions—no newsstand sales; voluntary subscriptions—no canvassers; big secondary circulation; the highest appeal.

January forms close November 15th.

**300,000 Guaranteed**

(No Canvassers Employed)

**Messenger of the Sacred Heart**

**"Heart and Soul Appeal"**

154 Nassau St., New York, N. Y.

she pays her good money for the advertised article nearly nine times in ten shows that she settled that question in her mind long ago, probably before it ever occurred to the economist or reformer.

Woman, the consumer, has found out that neither the consumer, the manufacturer nor the merchant pay for advertising.

We have seen that, by increasing turnover and reducing selling costs, it pays for itself.

Woman, the consumer, has discovered that the advertised thing is better value. Turnover and selling costs may mean nothing to her, but you cannot fool her when it comes to getting the best dollars' worth.

### Copy Seeks to Get Osteopaths to Recommend Product

The Rome Companies, Rome, N. Y., are advertising De Luxe bedsprings in publications reaching the osteopathic profession for the purpose of securing the co-operation of the osteopath in recommending these bedsprings to the public. The copy, which talks to the doctor in the language of his profession, says: "Your success in your profession is due to the fact that you understand the human anatomy and are able to relieve pain and nerve disorders through scientific adjustment of the osseous structure, cartilage and muscles. The same understanding of the human anatomy enabled the makers of Rome quality De Luxe bedsprings to build a bed-spring scientifically designed to fit the human body and thus keep it in adjustment. Many doctors in your profession are recommending it because it is designed as they themselves would design it."

### National Food Products Company Planning Campaign

The National Food Products Company, Los Angeles, manufacturer of an egg-and-milk dessert similar to custard and a cream-like filling for pies, will use Southern California newspapers in an advertising campaign which it is planning to conduct. This campaign will be directed by the Los Angeles office of the L. S. Gilham Company, Inc.

### Winter Campaign for California Firms

The advertising accounts of the Hotel Del Monte and the Del Monte Properties Company, Del Monte, Cal., dealer in Pebble Beach and Carmel real estate, have been placed with Emil Brisacher & Staff, San Francisco advertising agency. National magazines and Pacific Coast newspapers will be used in a winter campaign.



# **THE ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
WELLSWORTH GLASSES  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
COLUMBIA WINDOW SHADES  
TARVIA  
WALLACE SILVER  
ENCORE PICTURES  
NEW-SKIN  
RUBBER ASSOCIATION OF AMERICA  
WESTINGHOUSE AIR SPRINGS  
BARRETT ROOFINGS

*What we've done for others we can do for you.*

# Save the surface

—the printing surface. If your mailing piece is too heavy don't cut down its area

**Y**OU buy paper by the pound. You pay postage on it by the ounce. But you *use* it by the inch.

To you, the advertiser, paper is so many square inches of printing surface. Character of surface or thickness of paper is important, but usually surface area is paramount.

When it becomes necessary to save postage, there is a way to reduce the weight of the stock without cutting down the area of printing surface.

Warren's Thintext helps your mailing-piece weigh in below the limit. It is a light-weight paper of surprising strength.

A sheet of Warren's Thintext 25 x 38 inches tips the scales at less than an ounce. Plus a letter and an envelope a broadside of that size can be sent second-class under a one-cent stamp.

When you need all the surface you can get for a given weight, have your printer make up the dummy on Warren's Thintext.



*It is frequently quite an advantage to reduce the thickness and weight of catalogs, sales manuals and data books. When Warren's Thintext is used, such books become surprisingly thin and light.*

S. D. WARREN COMPANY, BOSTON, MASS.

# WARREN'S

STANDARD PRINTING PAPERS

## The Advertising Opportunities of the South

THE opportunities of the South to exploit its natural resources on a scale greater than California has dared to do was the central theme of the annual convention of the Southeastern District of the Associated Advertising Clubs of the World, held at Birmingham, Alabama, October 29 and 30. The convention closed with the election of officers and the selection of Nashville for the meeting place in 1924.

Herbert Porter, advertising manager of the *Atlanta Georgian*, was elected president. Other officers chosen were, vice-president, Eric Tatum, Wilson Advertising Agency, Nashville, and secretary-treasurer, A. S. Perry, Neosho Plan Company, Cuthbert, Ga.

One of the many speakers who addressed the convention was Lou Holland, president of the Associ-

ated Advertising Clubs of the World. It was he who first called attention to the possibilities of the South in an advertising campaign. His subject was, "World-Wide Advertising," and he referred to the good-natured rivalry existing in the West between Portland, San Francisco, Los Angeles and Fresno and drew a similar parallel between Atlanta, New Orleans, Chattanooga and Memphis.

Sessions of the convention opened Monday, following the Sunday sermons of delegates in pulpits of Birmingham churches on "Truth in Advertising."

B. A. Davey, president, B. A. Davey & Associates, Birmingham, advertising agency, presided at the opening session, but soon turned the meeting over to L. J. Wilhoit, of the *Chattanooga Times*, who is president of the Southeastern District. The advertising men were formally welcomed to the city by President D. E. McLendon, of the city commission, and by Herbert J. Baum, vice-president of the Birmingham Advertising

## Introducing LLOYD WASSON



We take pleasure in presenting to the readers of *Printers' Ink* our Advertising Manager, Lloyd Wasson.

Ted Huntley who is retiring from this position to enter the banking business desires to thank his many friends in the advertising profession for their continued courtesies and cooperation.

## SCREENLAND

*Incorporated*

NEW YORK  
119 WEST 40th ST.

CHICAGO  
168 N. MICHIGAN AVE.

KANSAS CITY  
1001 COCA-COLA BLDG.

Edward H.

## SCHULZE'S

*famous system  
in book form*

# MAKING LETTERS PAY

Heretofore sold only as a service at high cost—now available in inexpensive book form. Contains the experience of over 4,000 leading firms. Don't get the impression that this is merely "another book on correspondence," containing a collection of letters successful with other firms, but of no practical value to you. On the contrary—

—234 firms in different lines of industry used the idea on page 211 and found it very valuable for follow-ups.

—57 firms in different fields used the idea on page 185 and wished they had used it before; one of these, a department store, got 9,000 accounts at a cost of only \$3,600.

—The idea on page 179 pulled 38% to 42% for a butter and egg house, a nationally-known bond house, an adding machine manufacturer, a school.

### Belongs on the Desk of Every Advertising Man

every department head, every employee, who writes over the signature of the firm. It will show anyone how to make his letters produce more results in less time, at lower cost.

\$5.00 a copy at bookstores, or from

**D. APPLETON & COMPANY**  
35 West 32nd St. New York

Club and general chairman of the convention. Dave W. Webb, of Foote and Davies, Atlanta, vice-president of the international advertising organization, responded for the delegates.

Mr. Webb in his speech said that the opportunities before the Southeastern district organization were greater than those afforded by any other section of the world and he pointed to sweet potatoes, citrus and other fruits, watermelons, and corn, not to mention cotton. He declared there were opportunities in the South for advertising, merchandising and co-operation the like of which cannot be surpassed.

At Monday afternoon's session A. N. Mitchell, general Southeastern freight agent at Atlanta of the Baltimore & Ohio Railroad, discussed the relation of transportation to advertising.

Afternoon sessions were devoted to roundtable discussions. The first, on "Advertising, Merchandising and Management," was led by Fred J. Holberg, advertising manager, Louis Saks Clothing Company, Birmingham. The second was directed by Ed Leighton, district manager, Addressograph Company, at Birmingham. A report was made by A. S. Perry on the Neosho Plan clubs of which there are now more than twenty in the Southeastern district. Mr. Perry represented the Neosho Plan Club of Cuthbert, Ga., the only rural advertising club at the convention.

Other speakers before the convention were:

John Sparrow, Sparrow Advertising Agency, Birmingham; F. A. Wilson-Lawrenson; Charles B. Marsh, advertising staff, Birmingham *Age-Herald*; Paul Roberts, president, Independent Life Insurance Company, Nashville; John H. DeWild, manager, merchants' service department, Ely & Walker; St. Louis; Carl Hunt, general manager of Associated Advertising Clubs of the World; Victor H. Hanson, publisher, Birmingham *News*; Thomas W. Martin, president, Alabama Power Company; Prof. Allen G. Loehr, Birmingham-Southern College; A. H. Weigel, Standard Corporation, Chicago; O. L. Bunn, secretary-manager, Birmingham Chamber of Commerce, and Joseph H. Loveman, president, Loveman, Joseph & Loeb, Birmingham.

# Henry Field Got Results



**Henry Field Seed Company**

Office of HENRY FIELD, President  
SHENANDOAH, IOWA

Tuesday  
October Twenty-third  
1923

People's Popular Monthly.  
Advertising Department,  
Des Moines, Iowa.

Refer reply to:  
HF-MS File C.  
10-23-23

Dear Sirs:-

Did you repeat that flower advertise-  
ment of ours in your October issue?

I was thinking it was put in for one  
issue only, the September issue, but I note we are  
still getting quite a number of inquiries from that  
ad, 15 being received yesterday, October 22nd.

The ad is pulling quite well, just as  
it is, and has brought a surprising amount of returns.

Yours truly,  
HENRY FIELD SEED CO.,  
By Henry Field, Pres.

## One INSERTION Pulled Like Two

His Letter Tells the Story

Satisfactory "Flower Seed" Returns Prove at Least Three Things:

*First*—The magazine is read by subscribers.

*Second*—The subscribers are apparently not apartment dwellers.

*Third*—"Flower cultivation" is an indication of refinement and culture.

*850,000 such homes make a mighty fine  
audience for National Advertisers.*

## People's Popular Monthly

Carl C. Proper  
Editor

Des Moines, Iowa

Graham Stewart  
Advertising Director



**A**DVERTISING can be likened to hunting big game. The manufacturer is the hunter. The advertising agent the guide.

We go out to woods where we're sure to find moose. We know the game is there. But you and the game must be brought together.

We pick up our moose-horn and start calling. The moose may be a long way off when he hears the call. He doesn't pay any attention at first. But the call is so insistent that, after a while, he begins moving in our direction. We don't know he is coming nearer to us. We cannot see him or hear him. If he was a half mile away and has moved up 100 yards, so far as we are concerned, he might be 10 miles away. If we could actually know he is coming nearer, we would know we were making progress. But we don't know.

We can quit calling and he will stop. Or we can keep on calling

and he will move up another 100 yards, and then another 100 yards. But still we won't know.

After a while he begins answering our call, but he is so far off we can't tell very much about it.

Then he moves still closer and his answer is plainer and we can tell where it is coming from.

At last he is in sight close at hand. The guide has done his work. It is now up to you.

If you are a good shot—if you are a good salesman—you bag him.

Advertising cuts down the distance between you and the prospective buyer. It talks to people you cannot see. It has an effect on them you cannot see at first. After a while, in answer to your persistent calling, they come in close enough for you to deal with them—if your advertising is good and persistent enough—and if your salesmanship is as good as your advertising.

## John O Powers Co

50 E 42nd St New York

Advertising

# Is Department-Store Copy Due for a Change'?

Wanamaker's Philadelphia Advertising Ridicules Over-statements

THE brutal use of space by department stores and local advertisers has led recently to highly competitive copy.

"During the present fall," says the New York *Daily News Record* referring to the Philadelphia situation, "local retailers have been using copy on a more or less gigantic scale to promote the sale of men's clothing. Larger and larger sections of newspaper advertisements are being used to convey to the consumer messages concerning tremendous cut-price sales and the exceptional 'values' the various stores have to offer. At times half- and three-quarter pages have been devoted exclusively to the announcement of a special offering of men's apparel at unusual reductions.

"As a matter of fact, some stores have linked the bargain appeal so persistently with their daily newspaper announcements that they are now at a point where reduction sales are a regular day-in-and-day-out affair all year. A casual reading of many advertisements fails to indicate where one season stops and the next begins, and the prices quoted are generally supposed to be from one-third to one-half, and at times two-thirds or three-quarters below what is claimed to be the 'regular price.'

"Extravagant use of phraseology and space has reached the point where some buyers are beginning to feel conditions in the retail market here are deplorable. They declare with emphasis it is a reflection on human intelligence to expect the public to believe some of the statements that have been put into type by advertising writers, and claim a growing percentage of consumers are becoming suspicious of the persistent sale of merchandise 'below cost.'

The Wanamaker store in Philadelphia used unusual advertising

copy last week to call attention to exaggerated claims on the part of certain advertisers.

"Watch out or somebody's Hal-lowe'en advertising goblins will get you," read a heading across the top of a full-page advertisement on Oct. 31. Below, the section of copy devoted to men's clothing was headed, "Why is it that Wanamaker's seems to be the only store not advertising men's clothing bargains?" asked a customer." The rest of the copy answered the question, as follows:

"Well, there ought to be at least one place where you can get things worth all their price. We have never found out how to sell clothes for half-price, and we have been selling men's clothes for 62 years. . . . There seems to be no occasion to claim they are worth more than their prices show, but we can quickly prove them worth more than most other clothing offered anywhere near their price."

## REPUTATION BEHIND COPY

"A wildcat mine stock certificate is just as handsome as Uncle Sam's own bonds," said another piece of copy. "Pictures and descriptions of clothes are pretty much alike in various advertisements, but the thing to know is who is back of it. When you own a Wanamaker suit or overcoat you know what the security is. Everything is put into Wanamaker clothing that will make it fashionable and gentlemanly and lasting. Everything is kept out of it that will make it unnecessarily costly."

The *Daily News Record* states that:

"Officials of the Wanamaker store are said to feel there is a tremendous waste in retail advertising today because the bulk of it is used to feature bargains when as a matter of fact only 15 per cent of a department store's busi-

## Wanted—A New Name FOR MAILING LISTS

**\$200** In Prizes for  
Best Suggestions

We seek a new name for mailing lists.

The name "mailing list" has been used in connection with good, bad and indifferent lists in such a way that it does not properly describe the highest grade, made-to-order list compiled to meet specific needs.

A list of manufacturers is one thing, but a list of manufacturers rated \$20,000 and up, who depend upon steam for power and who are located in hard water territories, is a task requiring research and special compilation.

What can we call this high grade list?

The following prizes are offered for the best suggestions received from January 1st, 1924:

First Prize.....	\$100.00
Second ".....	50.00
Third ".....	25.00
Fourth ".....	10.00
Fifth ".....	5.00
Sixth ".....	5.00
Seventh ".....	5.00

Total.....\$200.00

Everybody is eligible to compete. If two or more persons submit the name selected best, second best, etc., each will receive the full amount of the award tied for.

Names should consist of not more than two or three words. The word "Polk" need not be included.

Make your letters brief and to the point, because the judges are busy men. They are:

JOSEPH MEADON, President,  
Direct Mail Association.

JOHN HOWIE WRIGHT, Editor,  
"Postage" Magazine.

LOUIS BALSAM, Editor,  
"The Mailbag."

Contest closes December 31, 1923, and prize winners will be announced shortly thereafter.

Address all communications to  
"Mailing List Name Contest."

**R. L. POLK & COMPANY**

Directory Publishers and Mailing List

254 POLK DIRECTORY BLDG.  
DETROIT, MICH.

ness is of the bargain character.

"That belief was explained in an address delivered some time ago to a group of advertising people by Gordon Cilley, advertising manager for the Wanamaker store.

"Pick up this morning's or this afternoon's newspapers in the three great cities with which you are most familiar, Baltimore, Philadelphia and New York," Mr. Cilley said at that time, "and take them as examples of what is going on in all the great cities of the country. Look at the department-store advertising that appears in them, look at the tens and hundreds of thousands of dollars that are expended and the twice as valuable brains that are over-taxed in the high-speed racing among merchants to out-scream, out-promise and out-offer others.

"We find that of all men and women who have things to buy, only about 15 per cent of them are in the slightest degree interested in department-store advertising of the usual type. My first suspicion of such a state of affairs came several years ago when I began to wonder how large a percentage of the public read advertising, especially my advertising.

"With this I began to make extended investigations. I made some inquiries of the buyers and merchandise men in the store in which I was associated, the result of which revealed the remarkable fact that the bargain feature of the turnover of our business was almost 15 per cent. By this I mean the average day-to-day bargain proposition with which we are all so familiar.

"Now that we know there is only 15 per cent of the business on the bargain side, why devote 85 per cent of the advertising to the bargain side of it, or why, as some stores do, devote 100 per cent to it?

"There we have the trouble. Trying to out-talk and out-do each other in placing bargain news before the public we have ignored and abandoned the advertising that interests 85 per cent of the people who do not seek bargains.



---

# ADVERTISING

---

## *Sales Resistance*

**S**LOW turnover of a good product is caused by sales resistance. This, primarily is an attitude of mind, a doubt, held by trade or public of the value of the product. The means of overcoming it is persuasion.

**B**UT before applying either selling or advertising persuasion, be

ignorance or prejudice of the buyer.

sure that the resistance is accurately analyzed, both as to its exact location, whether in trade or public, and as to its nature, whether it concerns price or appearance of the product, or results from

Even when sales resistance is largely located in the channels of trade, National Advertising is a powerful corrective. This statement is based upon the thirty years experience of this organization in advertising and sales.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y

# MOSS-CHASE





## *An answer* to the persistent question

"Why do quality furniture manufacturers insist on being identified with  
**GOOD FURNITURE MAGAZINE?**"

Education  
No. 3 of a series

The susceptibility of the American people to educational propaganda is a marvel of the age. This useful fact was known twenty years ago but, until our own effort, no test of popular reaction to education on the subject of home furnishing had been made. Hence, the work of breaking through the wall of doubt concerning the feasibility of educating the nation to a desire for "Better Homes" was difficult and slow. Indeed, not until the year 1914 were our plans for educating the furniture dealer to be a better merchant, sufficiently accepted by the trade. In that year we commenced the publication of the trade magazine which could accomplish the purpose.

Good Furniture Magazine, being so far superior to the ordinary type of trade paper, was first mistaken for a "consumers magazine". Today, however, the complete service rendered through the magazine is acknowledged to be the great "dealer educational medium" of the home furnishing industry.

### **GOOD FURNITURE MAGAZINE**

*The most nationally quoted, widely read, and  
closely followed publication in the field*

The Wanamaker store has endeavored to secure the attention of the 85 per cent of the public to whom the bargain advertisement makes no appeal."

The opinion seems to have gained considerable ground recently that it is time department stores changed radically their usual type of copy. The strike of the newspaper pressmen in New York and the temporary absence of newspapers it caused, proved that continual bargain advertising was less lasting in its results than the sort of advertising which sells the store's service, reliability and background.

Those stores which featured price reductions and comparative prices almost exclusively in their advertising suffered far more from the inability to advertise temporarily than stores which used more conservative copy to build confidence in the institution as a whole.

The recent Wanamaker advertising which pokes fun at the extravagant use of both words and space, is one indication of a view of advertising which is becoming prevalent among many of the largest department store advertisers.

### New York "American" Has Chicago Office

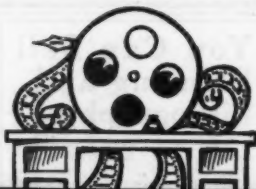
Walter Miller and William Schmitt, of the New York advertising staff of the New York *American*, have been transferred to the recently organized Chicago office of that publication. Frank L. Haeger, formerly with the Chicago *Tribune*, has also joined the Chicago advertising staff of the New York *American*.

### Cahill Advertising Company Has Los Angeles Office

A new office has been opened at Los Angeles by the Cahill Advertising Company, San Francisco. This office will be under the management of R. R. Morgan, who has been an account executive in the San Francisco office.

### Becomes Frederic Nelson Phillips, Inc.

The typography business which has been conducted at New York under the name of Phillips & Wienes, Inc., has changed its name to Frederic Nelson Phillips, Inc.



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PERTAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

**BOSWORTH, DE FRENES & FELTON**

PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

Do you buy ADVERTISING  
—or JUST SPACE?

Copy alone cannot give blank paper a vital appeal.

The magic is worked by the circulation — among readers that read.

The Billboard has the circulation—and every word in it is eagerly assimilated.

Space in The Billboard means vital ADVERTISING.

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

## You Can Sell Printing and Lithography

to the proprietary medicine makers. They use great quantities of both. The best medium for setting your product or service before this prosperous field is **STANDARD REMEDIES**, which covers 84% of the field. Send for copy today.

**The Pinkham Company**

**SAYS:**

"Not only heads of our departments in the Lydia E. Pinkham Medicine Co., but various members of the Pinkham family read your magazine from cover to cover."

(Signed) Arthur W. Pinkham,  
President.



**Standard Remedies**

423 Star Bldg., Washington. D. C.

## A Quality Job

Aside from the actual printing, preparation of copy plays a most important part in a quality job.

The pictures must be taken with a view toward the best reproduction—the layouts must be designed by a real artist—the composition must be well selected and placed.

We are, in addition to being quality printers, specialists in the preparation of the right kind of copy for gravure reproduction. We will be glad to show you samples and give you names of permanent, prominent clients, who are sold on our idea of quality.

**ART GRAVURE CORPORATION**

**ART**  
**GRAVURE**  
**Pictorial Printing**

NEW YORK: 406 WEST 31<sup>ST</sup> ST.  
CLEVELAND: PLAIN DEALER BLDG.

## National Advertisers Will Discuss Sales Problems

**B**ANKING, the Government, universities and other varied fields will be drawn upon for information and advice by the Association of National Advertisers at its annual convention at the Westchester Biltmore, Rye, New York, on November 12, 13 and 14.

Chief among the subjects to be discussed are those that are specifically related to sales. For example among addresses scheduled are such as "The Fundamentals of a Correct Sales Policy"; "The Cost of Distribution and Misfit Salesmen"; "Relation of Research to Marketing Plans"; "Helping the Dealer to Help Himself"; "Distribution and Marketing Personnel" and "Selling Advertising Plans to Salesmen."

The program for this convention, which gives the entire list of subjects and the names of speakers, is as follows:

*November 12, Morning:* "Present Economic Factors Affecting Business" (with discussion), by Geo. E. Roberts, vice-president, National City Bank of New York, and an address by B. L. Winchell, president, Remington Typewriter Company.

*November 12, Afternoon:* "Distribution and Marketing Personnel" (with discussion), by O. D. Street; "Selling Advertising Plans to Salesmen" (with discussion), by Geo. W. Hopkins, vice-president, Columbia Graphophone Company, "With Brains, Sir, with Brains" (with discussion), by Harry R. Wellman, professor of marketing, Dartmouth College, "The Dealer and the National Advertiser" (with discussion), by Paul H. Nystrom, director, Retail Research Association and talks on exhibits by George S. Fowler, Colgate & Company; H. Earl Hoover, The Hoover Company, and L. W. Wheelock, Stephen F. Whitman & Son.

*November 12, Evening:* "Radio Advertising" (with demonstration and a discussion), by W. E. Hark-

# Cordiality

---

A reader of The Christian Science Monitor recently purchased an automobile made by a company which advertises regularly in the Monitor. Later a note was written to the company expressing appreciation of the good qualities of the car, and of the use of The Christian Science Monitor as an advertising medium. This letter was received in reply:

"Sometimes in the midst of a particularly trying period a little ray of sunshine creeps in and the way seems smoother as a result.

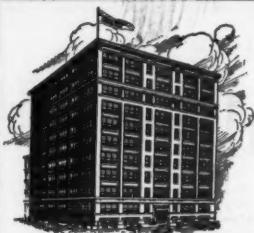
"Such a ray of sunshine came into this office with the receipt of your letter. It is a trait of human nature to shout loudly when things go wrong, but to neglect passing on the word of praise when everything goes right. Your courtesy and thoughtfulness prove that the trait is not universal, and we most sincerely thank you for taking the trouble to tell us how your car is running.

"If we may, at some later date, reciprocate your courtesy, you have only to let us know."

Thus cordiality brought forth cordiality. Every friendly message sent to a Monitor advertiser is appreciated, and is constructively helpful both to the advertiser and to the Monitor.



*(The above advertisement is reprinted from a recent issue of The Christian Science Monitor.)*



One of the largest and most complete printing plants in the United States

### Day and Night Operation

The best quality work handled by daylight.

You will find upon investigation that we appreciate catalogue requirements and that our service meets all demands.

### Printing and Advertising Advisers

We assist in securing catalog compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues.

## Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

**Make a Printing Connection with a Specialist and a Large and Reliable Printing House**

#### OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING**  
(Linotype, Monotype and Hand)

**PRESSWORK**  
(The Usual, also Color and Rotary)

**BINDING**  
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING**  
**ELECTROTYPING**  
**ENGRAVING**  
**DESIGNING**  
**ART WORK**

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

### Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

### Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

### Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

**Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.**

**Let us Estimate on Your Next Catalogue The Large and the Small Orders**  
(We Are Strong on Our Specialties)

## Printing Products Corporation

#### Executives:

LUTHER C. ROGERS, Chairman Board of Directors.  
E. E. LAXMAN, President and Gen. Manager  
H. J. WHITCOMB, Vice President, City and Country Publication Sales.  
W. E. FREELAND, Secretary and Treasurer.  
F. MACOMBE, City Catalogue Sales.  
A. R. SCHULE, Country Catalogue Sales.

Formerly ROGERS & HALL COMPANY

**Catalogue and Publication PRINTERS**

Tel. WABASH 3380—Local and Long Distance

Polk and La Salle Sts., Chicago, Ill.

ness, American Telephone & Telegraph Co.

*November 13, Morning:* "The Fundamentals of a Correct Sales Policy" (with discussion), by W. R. Bassett, president, Miller, Franklin, Bassett & Co., "The Cost of Distribution and Misfit Salesmen" (with discussion), by H. G. Kenagy, chief of the sales research department, Procter & Gamble Co., "Relation of Research to Marketing Methods" (with discussion), by Professor Melvin T. Copeland, chief of the Harvard Bureau of Business Research; "Simplification of Paper Sizes," by W. A. Durgin, chief of the Division of Simplified Practice," U. S. Department of Commerce; "Laboratory Methods in Testing Advertisements," by Professor Daniel Starch, of Harvard University.

*November 13, Evening:* Annual Dinner with addresses by J. Butler Wright, Third Assistant Secretary of State on the "American Consular Service," and by Whiting Williams.

*November 14, Morning:* "Better Relations between National Advertisers and Retailers" (with discussion), by Charles J. Crockett, sales and advertising manager, American Lady Corset Company; "Helping the Dealer to Help Himself" (with discussion), by A. J. Reiss, Acme White Lead & Color Works; talks on exhibits by S. E. Conybeare, Armstrong Cork Company; J. C. McQuiston, Westinghouse Electric and Manufacturing Co.; O. C. Harn, National Lead Company; P. B. Zimmerman, National Lamp Works; annual election of officers and directors; president's report and secretary-treasurer's report, and report of resolutions committee.

### Will Direct Utah Agricultural Council

P. V. Cardon, editor of the *Utah Farmer*, Salt Lake City, Utah, has been appointed managing director of the Utah Agricultural Council. This organization recently was formed to assist farmers in crop rotation, marketing, etc. Mr. Cardon will have his headquarters at Salt Lake City.

## The Atlanta Journal Atlanta, Ga.

Atlanta bank clearings for October were the largest of any month for three years—  
**\$273,422,171.01.**

Advertising in The Atlanta Journal broke October records for all time—

**1,331,722 lines**

Advertising in The Journal Sells the Goods

## Specialty Salesman Wanted

### Philadelphia Territory

Exclusive Line Dealer Helps—  
Commission Basis, with Liberal  
Drawing Account

Prefer man who has had experience selling advertising merchandise and who has sold in Philadelphia and nearby territory. Must devote full time and maintain office. Will only consider proven man, who has made at least \$10,000 per year. Apply, giving full details relative to previous lines handled, experience, age, nationality, etc.

Address "Y," Box 181, Care of  
Printers' Ink

## Can You Use a Man with Over 15 Years' Publishing Experience?

(and a year in printing)

He has developed and managed advertising, circulation, research and business departments.

He knows publishing as well as is possible with a 15 years' experience.

Write "G," Box 37, care of Printers' Ink.

## FOOD PRODUCT EXECUTIVE

One financially interested in and wishing to expand further, a small, healthily growing Proprietary Condiment manufactured, daily advertised, and sold in the Metropolitan District (sales now \$50,000 per annum), wishes to secure an executive to take sole charge. Merchandising ability is most important, but a background of chemistry and factory production in food products would be of great assistance.

Address

"C" Box 34, care of P. I.

## "Sports Graphic" a New Publication

*Sports Graphic* is to be the name of a new sporting weekly published at New York and distributed through the United Cigar Stores. The first issue is scheduled for December 14. Thornton Fisher is editor and William L. Roberts advertising director. Mr. Roberts was formerly general manager of the James Advertising Agency, New York, and more recently has been on the advertising staff of *Physical Culture*.

## Joins Spokane Newspaper Bureau

E. C. Richardson, formerly of the Syverson-Kelly Advertising Agency, Spokane, Wash., has joined the national advertising bureau of the Spokane *Spokesman-Review* and *Chronicle*. These newspapers are operated separately, but are owned by the Cowles Publishing Company, and together maintain a national advertising bureau under the management of T. J. Turner.

## Gardner Agency Augments Copy Staff

J. B. Johnstone and Richard Kroeger have been added to the copy department of the Gardner Advertising Company, St. Louis.

Mr. Johnstone was formerly advertising manager of the Art Publication Society, of St. Louis. Mr. Kroeger was until recently with the New York *American*.

## Perfume Account for Wallerstein-Sharton

Everett-Gould, Inc., New York, importer of Gabilla perfume, a French specialty, is running a campaign on that product in the rotogravure section of several metropolitan newspapers. The account is handled by the Wallerstein-Sharton Company, Inc., advertising agency, also of New York.

## M. St. John-Brenon Joins The Caples Company

M. St. John-Brenon, formerly with the advertising department of the New York Central Railroad Company and more recently with the railroad sales department of Poole Bros., Chicago printers, has joined The Caples Company, Chicago advertising agency, as production manager.

## Carl Bartle Joins "Arizona Gazette"

Carl Bartle has been appointed advertising manager of the Phoenix *Arizona Gazette*, succeeding Bryan Akers, who has been advanced to advertising director. Mr. Bartle was recently manager of the service department of the El Paso *Times*.



## *In a Newspaper Era*

**A**N advertising agency that has a real knowledge of the newspaper field—knowledge that is not lightly gained or assimilated overnight—is in a peculiarly fortunate position. And its clients are just as fortunate.

**Q** During the past 33 years this organization has steadily added to its store of knowledge of the national newspaper field, with an experience that has broadened each year, as we have worked continuously with many clients whose major national advertising needs were to be met through newspapers. We have always appreciated the importance of the newspaper—whether we were helping to sell candlesticks or water towers.

**Q** We know newspapers and newspaper advertising as practising specialists, just as we know periodicals for the same good and sufficient reason.

*We shall be pleased to discuss your advertising with you.*

**Andrew Cone**  
**General Advertising Agency**

Established 1890

Member American Association of Advertising Agencies  
Associated Advertising Clubs of the World  
Audit Bureau of Circulations

***Tribune Building, 154 Nassau St., New York City***

Telephone: Beekman 2791-2792-3235



**with circulation concentrated  
in the heart of it .. reaching two  
out of three families .. all the "class"  
and the "class of the mass" ... Over  
200,000 evening and Sunday - and a  
responsive dealer attitude won by  
sound merchandising practice**

**Detroit  
Times**

# Supplying Salesmen with a "Who's Who" in the Prospect Family

An Anthology of Difficult-to-Handle Customers, Made in Advance, Paves the Way for Diplomatically Negotiating Their Eccentricities

By W. H. Heath

WE are reminded of an exceptionally attractive and original idea, used in conjunction with a sales organization, by a Western Electric business-paper advertisement which recently appeared under the head: "A Merchandising Anthology."

In talking to dealers, this Western Electric message has discovered a unique form. Illustrated, as it is, with humorous sketches of the six characters introduced, it at once stands boldly entrenched, because of makeup and a new approach.

The dealer is re-introduced to characters already known to him, and a racy good-humor persists in the brief sketches. They are well worth quoting here, not alone because they bear on the subject mentioned above, but because they strike an entirely new note in business-paper advertising.

The anthology on merchandising says:

**Bert Baylis.** A couple of dozen years ago, when Bert was still in school, he used to pick up quite a bit of money fixing doorbells for people in his part of town. He had a knack with electrical things, Bert did. When he got through school, he went to work in the electrical contracting business. Nobody ever considered Bert particularly brilliant. Kind of a plugger, he was, in some ways. And yet today he owns the finest electrical retailing and contracting business in town.

Another advertisement concerns "Mrs. John Stansbury":

Mrs. Stansbury is one of those women who make an event of buying a two-cent stamp. Hard to please, storekeepers call her. But last week when she decided to buy an electric clothes washer she went to Bert Baylis' electric shop and hardly took any time at all. "If I'm giving up a good old-fashioned way to wash clothes I want an electric washer made by somebody that has been in business a long time," she insisted. She bought a Western Electric clothes washer.

It will be observed, as the an-

thology continues that it portrays a series of characters, identified with one single dealer.

Then comes "Stem Shadbolt":

Stem is only nineteen, but you'd think he was at least twenty-two. Tall, he is. And well filled out. Stem is handling outside sales for Bert Baylis' electric shop. Just the other day Stem dropped in on Mrs. Parks over on Spring street to see how her vacuum sweeper was working, and came away with an order for a clothes washer. "That's the beauty of this complete line stuff," said Stem. "Sell a woman on one of the Western Electric appliances and you set the stage for all the rest."

Stem's portrait shows a grinning, good-natured fellow, who fits the description in every way.

The dealer next meets "Doc Tidd":

Doc is one of those fellows you just naturally trust. Folks call Doc in for a sprained ankle and before the bandages have been fast two seconds, they ask him how to fix the radio set. Even Doc's wife is that way. Here last month when she decided to get an electric ironer she asked Doc what kind to get. "Well, there must be a lot of good ones," says Doc, "but you buy a Western Electric and you can't go wrong. They advertise in most of the magazines we get. They have a rep to live up to."

It is noticeable that the anthology idea has been employed to tell conventional facts in an unconventional manner. The final summing-up comes with a character study of "Henry W. Barnes":

When you stop to think of it, it's not so many years that we've been calling him Mr. Barnes. He was Henry until they made him chairman of the Board over at the National Bank. He's rebuilt his house since then. And he has a big mahogany desk. But he's the same Hen Barnes and he loves to talk about town boys who have succeeded big. "You take Bert Baylis," Mr. Barnes will tell you, his face lighting up. "Bert's business is on as sound a foundation as any store in this town. Good judgment! Bert is handling a line of major appliances backed by a firm that has been in the electrical business over

---

---

---

## Seasoned Advertising and Sales Executive

A man of parts and personality —

A salesman of strong closing ability —

A planner, writer and designer of powerful direct mail literature —

Connection sought with a strong New York Advertising Agency, Printing Concern, or Manufacturer of staple line where opportunity will be based on ability and results.


Address

"D" Box 35, Printers' Ink

---

---

---



### I am thinking about joining some agency after January 1st as an art-idea man

I have given art in advertising serious thought. I have studied art and also advertising. For the past six years I have been in the midst of advertising work—most of this time as Director of Advertising Service with a staff of copy men and artists. I have given talks on "Putting Ideas into Picture Form," and have heard other speakers talk on similar topics. I firmly believe that art is a vital part of advertising and that good art is good salesmanship. I am an idea man—think in terms of pictures and can rough out my thoughts on paper. I like human nature, like artists and can get along fine with them for I can talk their language.

I have written copy and believe that copy is only good when it is good salesmanship.

I am a sort of philosopher, a combination dreamer and thinker, both healthy and single and under thirty. Forgot to mention that I am a Christian and a commuter.

I am thinking about joining some agency—perhaps you know of a good one that could use a man like me. Please let me know. Address "H," Box 35, care of Printers' Ink.

fifty-four years. He knows they'll stay put. And he has enough price spread to let him do a good job of merchandising and leave a fair profit."

This anthology of merchandising has been instantly popular. To the dealer it means a picturesque summing up of people he knows. Friends and problems are faced from a new angle. He might not take the same interest in the message, were it couched in more familiar and stilted language.

But we wish to speak of an anthology written with a different purpose in mind, which we believe has ideas that are worth while for many sales executives.

The sales manager who thought it out felt the need of something to give to a force of thirty salesmen. The company had been inactive for several months, had been reorganized, and things were being started again along different lines. Practically all of the old salesmen had fled from what they believed to be a burning ship, and it meant a new sales force.

In rehearsing past and present conditions, this sales manager was confronted by one painful fact; because of the very character of the business and the product there were many "old grumps" and hard-to-sell customers and prospects on the books.

It would be slaughter to send young and unsophisticated salesmen to see these men. Old hands would be equally handicapped if they did not know the territory from previous contact.

It was a situation which has been enacted in many concerns or is met with, to a lesser degree, when old salesmen drop out and new members are added to the organization.

And so, in order to tell his story in a way which would "sink deep," the sales manager compiled his own "Anthology of Customers" from knowledge personally gained while on the road himself over a period of three and a half years.

Have you encountered these pictured types?

Do you not agree that it is an ingenious method of acquainting salesmen with some of the prob-

The November tenth issue of The Sunday School Times contained more advertising (7,685 lines in all) than any other issue in the very interesting advertising history of that most careful and highly responsive periodical. And a page had to be held over to the next issue.

It is the proved responsiveness of Sunday School Times readers that has led good advertisers to use increasingly the every-week opportunity offered them by

## The Sunday School Times

Advertising Managers

THE RELIGIOUS PRESS ASSOCIATION

800-803 Witherspoon Bldg.,

PHILADELPHIA, PA.



**CECIL, BARRETO & CECIL**  
INCORPORATED

*Announce the opening on  
November the first of their*

**BALTIMORE OFFICE**

*to be located in the Drovers  
& Mechanics Bank Building,  
Eutaw and Fayette Streets.  
This office will be under the  
management of*

**MR. E. J. BANNVART**

*whose experience and training  
equip him to complement the  
service now rendered from  
New York and Richmond, Va.*

**OFFICES:**

Richmond, Va.  
Cecil, Barreto & Cecil Bldg.  
1121 Bank Street

New York  
Park-Lexington Bldg.  
247 Park Avenue

Baltimore  
Drovers & Mechanics Bank Bldg.  
Eutaw and Fayette Sts.

lems they must inevitably face, sooner or later?

The paragraphs, the cross-sections of human nature, were summing-ups of certain classes of men, with no attempt to make them portraits of real persons. It would have been dangerous to do this. Positive identifications would have taken place, and the careless slipping out of just a few of those neat folders (designed for the sales force alone) would have caused bad blood.

A foreword of the pamphlet said:

"You are going into territories new to you and will meet old customers and new prospects. All will not be plain sailing. Your temper might easily get the best of you under certain circumstances. Your disposition would be to 'tell a man what you really thought of him.' This would get you nowhere.

"Why not read these pen pictures of men you are certain to face? Why not formulate ways and means of successfully combating their shortcomings? Fight them with tact. Fill the cartridge belt with high-powered diplomacy. Our business is most emphatically different from the average and born of it, there are undeniable types, hard to get along with, inexplicably and aggravatingly intolerant. It just seems to go with what they do, although the same types are everywhere discoverable in modern business.

"Read and digest these portraits. When you meet a 'Mr. A. or Mr. D.' match wits with him and overlook his peculiarities. It pays best in the long run."

The cross-sections of characters follow:

Mr. A. is not a well man to begin with. You can generally read it in his face. It may be chronic stomach trouble or it may be dyspepsia. He can't be normal, because he is not normal physically. You will find him intolerant, unreasonable, hot-tempered. Overlook all this. Act as if you didn't notice it. Go straight on with your business. It has been our experience that Mr. A. is fond of discussing his own ailments. You can generally get closer to him by the sympathy route than any other. Match his intolerance and you will never get a dollar's worth of his business.

## Are There Weak Spots on Your Sales Map?

If so, and you plan to strengthen them by special sales work, supplemented with localized advertising, I believe I can help you. Working on tough marketing jobs, have sold to every retail outlet for advertised goods, covering, in all, 27 States.

My work has included market analysis recommendations and the management of local campaigns in the field, training new salesmen to sell by personal demonstration. Advertising experience includes agency and newspaper work.

Am 30, single, and willing to travel anywhere. Could be available January 1. Would start at \$5,000. Present headquarters New York City.

Address "N," Box 43, Printers' Ink

## RESEARCHER

*Knows Women and  
What They Will Buy*

Special Government investigator of home and labor conditions of women.

Editor successful woman's magazine.

Knows most of United States, Canada and Europe first-hand.

Knows what facts to get and how to get them.

Can analyze, classify and make facts useful for appeal to market.

Writes clearly and knows how to marshal facts effectively.

Accustomed to meeting people and getting along with them.

Prefer Chicago.

Address "L," Box 41, Care of Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

**A** YOUNG MAN—educated, cultured, talented and experienced,—at present advertising manager for a nationally known manufacturer of business machines, wants to make a change. He writes copy, articles and editorials, plans lay-outs, edits a house organ, buys space, places art work and superintends production.

*Are you looking for a man with the above qualifications?*

Address

"J" Box 39, c/o P.I.

## WANTED

### Sales Research Man

Young man, about 28, with several years' experience in sales and advertising work. Prefer man who has done sales research work, and had experience in automotive fields. Must be well enough trained and educated to be able to draw definite and correct conclusions from trade investigations he would be required to make. Location, Springfield, Mass. Salary about \$40 to start. Splendid opportunity for the right man.

Address "A," Box 32, care of Printers' Ink



**Howell  
Cuts**

ask for proofs  
for house organs  
direct mail and  
other advertising

Charles E. Howell • Fisk Building • New York

Every salesman will recognize this type. It is the strong tendency of the inexperienced salesman to "fight back." But it's the wrong system.

Mr. B.—He is a born "kidder." Nothing seems to give him as much satisfaction as chuckling over the other fellow's discomfiture and embarrassment. He will immediately seize upon any peculiarity of manner or dress and "ride" it to a fare-ye-well. To Mr. B. your own town is a "jay burg" and everything your firm manufactures is "punk merchandise." He is happiest when he has his cronies around him to witness your embarrassment. Nobody in his own institution likes him—but they are compelled to conceal it. Smiling is the best-known antidote. Pride and retaliation are all well enough—but they constitute fruitless ammunition as a come-back. Feel sorry for him—inwardly, and let it go at that.

There are plenty Mr. B.'s to be found. A salesman of promise, a young man, was compelled to go into another line of business because he could never put cold water on a reckless tongue in the presence of the inborn and professional "kidder." He met quite a number of Mr. B.'s on the road, and in the aggregate they formed too great a hurdle. He stumbled and fell while bucking them. Now for the next characterization:

Mr. C. is a chronic gas-bag. Talk, inevitable and inexhaustible, is his pet affliction. But he will never change. If you want his business you must get it his way. You must "sit and listen" regardless of how bored you may be. The natural tendency is to attempt to cut him short and to get down to the problem in hand. That will never work with Mr. C. To land his order you will be compelled to act as a "good listener." Moreover, you must be apparently interested in every word he says. Salesmen who, in the past, have attempted to put an exhaust on the flow of language and curtail it or deviate its flood-tide, have lost out. We can't all be alike, as to temperament and disposition, in this life. Forgive Mr. C. his shortcomings. Hear him through.

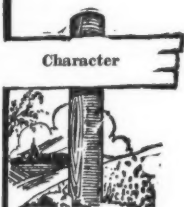
And how true this is!

Mr. C., a commonly met character in business, may talk to impress you. However that may be, it is rude and it is undiplomatic to snuff out his verbosity as you would snuff out a candle. Listening to him is the most direct route to his business.

Mr. D. is the "always-busy" man. It



# Coolidge's Birthright



*Sign Posts  
of  
Buying  
Power  
No. 13*

"Vermont is Calvin Coolidge's birthright; but 'Vermont' stands for more than a state of the Union. It stands for vigor, for thrift, for courage physical and moral, for a mighty pioneer past maintained in a sturdy present.

"As Coolidge says: 'My folks are happy and contented. They live within their income, and fear no man'."

—Whiting, in the November Atlantic.

Character is the basis of any satisfactory market.

## Vermont Allied Dailies

Barre Times      Brattleboro Reformer      Bennington Banner  
Burlington Free Press      Rutland Herald  
St. Johnsbury Caledonian-Record

# Are You Getting Your Share of Business in New England?

New England is one of the most important markets in the country.

It is prosperous. With a population of only seven per cent of the country, New England, in 1920, made ten per cent of the total individual income tax returns, reporting ten per cent of the country's income.

Its cities are close together. This makes New England a territory your salesmen can cover quickly and at minimum expense.

There are 5,656,289 New Englanders (not counting illiterates and children who are under ten years of age) who can be appealed to by the written word through newspaper advertising.

New England consumers as well as dealers are most receptive to advertising.

Develop this prosperous and responsive market by using the home daily newspapers. They blanket the entire territory thoroughly and at a comparatively small appropriation.

## LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy  
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY  
Daily Circulation 32,029 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

## SALEM, MASS., NEWS

Daily Circulation 20,546 P. O.  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 76,463 P. O.—2c copy  
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE  
Daily Circulation 78,920 P. O.  
Population 179,754, with suburbs 350,000

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.  
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM  
Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 37,063 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 27,639 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy  
Population 69,000, with suburbs 100,000

## MERIDEN, CONN., RECORD

Net Paid Cir. 7,255 A. B. C.—3c copy  
Population 37,739, with suburbs 60,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 12,230 P. O.  
Population 22,779, with suburbs 40,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,815 A. B. C.  
Population 41,029, with suburbs 110,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

is next to impossible to get an audience with him the first time you call. It has become a sort of habit with him to "put salesmen off." In the old days we have known our men to call on certain customers three or four times before they could get into their offices for a real talk. And to question the ethics of it—to attempt to combat it, or send in sassy messages, is shortsighted. After all, his time is his own. He can do as he pleases. If he wants to make it inconvenient for you, that's his privilege. He is the man you are attempting to sell, and not all trout rise to the first fly you drop in the stream. Keep patiently at him. Accept his delays with a smile and an acquiescent resignation.

No individual requires more patience, more tact, more expert tolerance, than the salesman.

If he lacks these qualities he is 50 per cent inefficient. The handicap is heavy.

Mr. E. is a delightful man to meet if you continuously agree with him. But he must never be crossed. Your personal ideas and viewpoints should invariably take second place. And the unfortunate part of it is, in the case of a man of this character, his very conversation invites argument. He himself manufactures excuses and reasons for a cross-fire of conflicting views. Avoid them as you would a trap. They are little less. It may seem inconsistent to ask a salesman to sink his own individuality, even his pride—but what's the use, we ask you? The only way to get along with Mr. E. is to agree with him, first, last and all the while.

All of these characters of the sales manager's anthology are at once easily identified. You meet them every day. And the human tendency is to do the very things which make contact with them all the more problematical and arduous.

### Optometrists in Advertising Campaign

Optometrists of Philadelphia are running a joint advertising campaign in newspapers to inform the public as to just what an optometrist is and to impress upon it that those who practice optometry must have passed a three-year course and an examination provided by State law. The closing paragraph, which precedes a list of local optometrists, reads: "The group of optometrists named below have organized in an effort to acquaint you with the dire necessity of having your eyes examined at certain intervals."

### Joins "Success"

Arnold D. Friedman, formerly of *Radio World*, has joined the advertising staff of *Success*, New York.

## Thousands of Portland, Maine families take no other Daily Paper

The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

**Portland's Only Evening Paper!**  
**Portland's Only Three-Cent Daily!**

In more than FIFTEEN of every sixteen homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

## Portland Express

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

## WANTED

### Several Young Men to Learn Advertising

A metropolitan newspaper has openings for several young men of good education and personality to learn the advertising profession from the selling end. These openings afford excellent opportunities for capable and industrious young men to reach responsible positions on the advertising staff of one of the most important advertising mediums in the United States.

Some experience would be helpful although it is not necessary. A good education and marked individuality are essential.

Reply by letter giving your qualifications to "W." Box 47, care of *Printers' Ink*.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Bernard A. Grimes  
E. B. Weiss August Belden

Ralph Rockafellow

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, NOVEMBER 8, 1923

## Getting Purchasing Power Statistics

David Friday, former president of Michigan Agricultural College and noted economist, at the recent annual dinner of the American Management Association, made a suggestion which holds interesting possibilities.

Speaking on the subject of "Stabilizing Prosperity in America," Mr. Friday pointed out that after a depression is over, facts and figures bearing upon all phases of the subject are available, but that more facts are needed in advance, so that new sales and production plans can be made ready, and so that the effect of panics as applied to particular businesses can be avoided.

Car loadings, pig-iron production, bank clearings and the other statistics now available are valuable, the economist hinted, but one

very vital factor is missing and that is current payroll and salary figures.

Purchasing power and demand build prosperity. A lack of purchasing power slows demand. Our largest sources of demand are wage workers and salaried employees. Mr. Friday suggested that every large employer send each month to some central clearing house, preferably the Department of Commerce, his payroll and salary figures. Any marked decrease in these figures means a decrease in purchasing power. The speaker suggested by inference that unemployment and a reduction in salaries might be considered the cause of a coming business depression, instead of a business depression being the cause of unemployment.

Such far-reaching suggestions have a peculiar interest to men concerned with advertising as a vital and integral part of the individual business and of the national business structure, instead of as a thing apart. Practically the only manufacturing concerns which can guarantee year-round employment over a long period of time, with the consequent stabilization of purchasing power on the part of thousands of wage and salary earners, are those which are able to mould, and in a sense control demand through consistent advertising and sales efforts. The recent guarantee to workers by the Procter & Gamble Company is a case in point, and the statement of the president of the company in announcing his plan, pointed out that the company's marketing methods enabled it to improve its workers' economic status by a guarantee of steady wages and salaries.

A soap company, unknown to the general public, selling a private brand to a list of retailers could make no such guarantee. Workers in such plants can be given no security that their wages will be paid throughout the year, year in and year out. Steady advertising on the part of a big industry making a good product, under good management, builds steady employment for its work-

ers, as industrial history will show.

Mr. Friday's suggestion about payroll and salary figures would prove invaluable to management which plans ahead, if a practicable way can be worked out to gather them and make them available. Such figures also, it is safe to predict would prove that advertised products build steady purchasing power. This, by the way, is one of the economic services of advertising that is often overlooked.

### **The Stockholder's Trade-Mark**

The plan of advertising to stockholders to make them sales missionaries as well, is a growing practice. A favorite form of such advertising is the booklet enclosed with the dividend check, which is designed to bring to the attention of every stockholder the value of the products made by the company, and to point out how he can help their sale.

A stockholder, with no active connection with the company, can scarcely be expected to be familiar with all of its products unless he is continually reminded.

The American Can Company is said to make more than 40,000 products. The du Pont interests, the Westinghouse Co., Armour and Company, Sherwin-Williams and other organizations make hundreds of items.

The General Motors Corporation with its seventy-eight divisions, subsidiaries and allied companies has long recognized the value of stockholders as sales oosters, and has used an interesting direct-mail campaign to familiarize them with the company's products. In its October booklet it announces a plan which will make it easier for every stockholder to know his company's line. The announcement states "the manufacturing divisions have shown they are members of the family by a line under their signatures, which reads Division of General Motors Corporation. The manufacturing members of the family have placed their individual trade-marks upon their

product. But there has been no emblem of identification linking together all the products, thereby indicating that they are members of the family. With the familiar trade-marks of the motor cars sponsored by General Motors there will now appear a ribbon after this fashion, 'Product of General Motors.'"

This extra trade-mark is not called the stockholders' trade-mark by the company. A more usual term for such an idea is the "tying trade-mark." The experience of the United States Rubber Company and others indicates that the general public does not become unduly excited about two trade-marks on one product. When the company family numbers more than 150,000 people, however, such an additional identifying mark is likely to have a worth-while effect upon interested persons such as employees, distributors and stockholders. A widow lady in Okmulgee owning twenty-five shares of General Motors stock may know all about the Buick, the Cadillac and the Chevrolet as dividend earners for her, but may not know that if she can influence the sale of an Oldsmobile or an Oakland she is also helping the company in which she is part owner. The stockholder's trade-mark may well help in such cases. As Alfred P. Sloan, Jr., president of the company, says:

The General Motors family totals more than 170,000 members, who share in every sale. The distributors and dealers receive commissions, employees their wages, stockholders their dividends; obviously the greater our sales the more money available for the family. Employees and stockholders are missionaries for the products. Users are word-of-mouth advertisers. It is our sincere hope that the members of the family will continue their effective work in helping to further sales.

Such recognition of stockholders and employees as sales missionaries, and users as advertisers, by the president of one of the country's largest organizations and the use of what we have called the "stockholder's trade-mark" to make their valuable work more valuable suggests an interesting trend in modern merchandising.

### **New Models as Advertising Substitutes?**

The interview in last week's **PRINTER'S INK** with W. L. Douglas, president of the W. L. Douglas Shoe Company, told of one of the most important functions of advertising. And, by the way, it is a function that each year is becoming increasingly necessary.

In brief Mr. Douglas has reduced the number of his styles from about 1,000 to approximately 200. He has upset shoe precedent by making shoes that he wants to sell instead of finding out what kind of shoes the dealers want and then manufacturing them afterward. The policy has been in effect a year. It is operating successfully, because advertising has been energetically used in getting the innovation accepted.

So strongly imbedded in merchandising is the style idea and so sincerely do most retailers believe that offering a constant succession of new models is the very life-blood of their business, that it is one of the most difficult problems in business to combat this belief. In fact, the manufacturer who wants to combat this idea must set out to re-educate not only the public but also the trade. He has a deeply set habit to change. For this reason he cannot make much headway without advertising.

There is no principle in manufacturing more mischievous than this idea that an industry must constantly be spawning a multiplicity of new models. It is a demoralizing influence anyway you look at it. It is an unnecessary burden on manufacturers, distributors and consumers. It is a colossal national extravagance. Business men in many lines deplore it and blame it for many of their difficulties. Still they tolerate it because they mistakenly assume that it is the only way they can operate. At the same time there are numerous experiences, such as those of Douglas and Beal in shoes and Fayette R. Plumb in hardware, that show that even the most ramified line can be quickly simplified and be made acceptable to the public

through the aid of advertising.

The question has a many-sided advertising interest. In the first place, a large style line is supposed to be hard to advertise. Secondly, when such a line is simplified, it is usually advertising that makes the process possible. Thirdly, in at least one respect style may be regarded as a competitor of advertising. Originally models were changed frequently so as to keep people buying. Because of this users of a product were obliged to buy a new one before the old one was worn out. Thus the new model became the selling appeal. In other words, it was a substitute for advertising.

Finally the advocates of frequent style changes were caught in their own scheme. Their patrons would buy only new models. They waited until a new style would come out before purchasing, fearing to take a chance on the previous vogue. Thus the system demanded more and more models. It grew by what it fed on until it devoured most of the profits of the industry that fostered it.

But now we know that a business does not have to put up with this situation unless it wants to. Dozens of courageous advertisers have demonstrated that profit-wasting, involved style lines can be greatly simplified.

### **Discuss Chinese Advertising Methods**

National advertising to the Chinese consumer in the American manner is impossible, according to Major John Hamilton, associate editor of the *Far Eastern Review*, Shanghai, who described advertising methods in the Far East at an export advertising round table luncheon of the New York Advertising Club on November 1.

The masses in China cannot read; the language, both written and spoken, differing in every province, he said. The people are fond of color and have an almost sacred regard for printed matter. Advertisers may well keep this in mind, he suggested, for all pretty advertising matter is plastered on home or office walls; calendars, in particular, being begged for. Certain Chinese newspapers carry considerable advertising; the poster is used with success, and motion picture advertising often meets with greater approval than the film itself. Ten minutes intermission between reels are devoted to this purpose, he said.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.  
(*Fatima, Chesterfield and  
Piedmont Cigarettes*)

Johns-Manville Incorporated

Western Electric Co.

American Chiclé Company

“NOT HOW MUCH, BUT HOW WELL”

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say “only one” because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.



**It isn't Just Luck**

When you see a pan of piping hot biscuits taken from the oven—delicious, light, fluffy, and just what you need—don't say "It's just luck." It's the sure and dependable ingredients of pure and dependable ingredients.

**CALUMET BAKING POWDER**

*The Economy*

is what makes successful baking. If you have been trying to get the best of baking powder, you know the difference. There is no other brand that makes so much of its own. Calumet is made in the United States and is the only one that is made in the United States.

**THE WORLD'S GREATEST BAKING POWDER**

*Save 1/2 times as much as that of any other brand.*

**BEST BY TEST**

*The advertising of the Calumet Baking Powder Company is handled by Sehl Advertising Agency.*

## Checking PRINTERS' INK Readers with Organization Charts

It would be interesting to take the organization charts of some of the country's largest advertisers and check these charts for the readers of the PRINTERS' INK Publications. Such a checking would show why these publications are considered such a powerful factor in the determining of advertising and selling policies.

The PRINTERS' INK Publications are not one man's papers—they are for every executive in an organization who is interested in advertising and sales. This means not only the sales manager, but the president; not only the advertising manager, but the vice-president, the secretary and the treasurer.

PRINTERS' INK and PRINTERS' INK MONTHLY picture the entire field of selling and give to the executive the latest developments in this field in such a way that he can apply these developments to his own organization. That is the answer to the question, "Does PRINTERS' INK get reader interest?"



## Calumet Baking Powder Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY: \*

NAME	TITLE	WEEKLY	MONTHLY
W. M. Wright	Chairman of Board of Directors	Yes	Yes
Warren Wright	President	"	"
K. K. Bell	Vice President and General Manager	"	"
E. B. Doty	Secretary and Comptroller	"	"
E. E. Barnes	Treasurer	"	"
E. J. Engel	General Sales Manager	"	"
T. J. Bryan	Vice President in charge of Manufacture	"	"
W. J. Stenhouse	Advertising Manager	"	"
J. C. Lewis	Sales Manager	"	"
W. H. Sizemore	Sales Manager	"	"
G. A. Black	Sales Manager	"	"
A. F. Rader	Sales Manager	"	"
W. B. Sullivan	Purchasing Agent	"	"
J. W. Wesbrook	Dealer Service Dept.	"	"
H. H. Downing	Director of Home Economics	"	"

\*Information furnished by the Calumet Baking Powder Co.

## Sehl Advertising Agency individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY: \*

NAME	TITLE	WEEKLY	MONTHLY
Harry W. Sehl	Owner	Yes	Yes
O. N. Frankfort	Representative	"	"
Erwin Polkoske	Space Buyer	"	"
J. H. Critser	Copywriter	"	"
C. T. Bartell	Production Manager	"	"
F. E. Ashton	Accounting Dept.	"	"
E. A. Olma	Bookkeeper	"	"

\*Information furnished by the Sehl Advertising Agency.

# PROMINENT ADVERTISING MEN



**HARLOW P. ROBERTS**  
*Advertising Manager*  
**THE PEPSODENT CO.**  
CHICAGO, ILL.

## Who Are

**the Week  
Ago**  
Those teeth had a  
dingy film



Accept this offer and try for a few days a new tooth cleaning method. Millions now enjoy it. The pleasing teeth you see everywhere now show how much it means.

### Combat the Film

Now your teeth have a vicious film. It clings to teeth, ruins the tooth brush, causes cavities and decay. That is why teeth turn dingy spots. That is why teeth have holes.

Film that holds food substance which ferments and turns acid. It holds the acid in contact with the teeth to cause decay. Gums bleed by rubbing in film. That's why tartar is the chief cause of pyorrhea.

### Became alarming

So few escaped these troubles that confidence became lacking. Then dentists sought ways to fight film. Two efficient methods have been found. One acts to disintegrate the

film, one to remove it without harmful scratching. Both were embodied in a new type tooth paste called Pepsodent. Now that tooth paste has come into world-wide use, largely by dental advice.

### Aids Nature too

Pepsodent also multiplies the stability of the saliva. That is there to neutralize stomach acids, the cause of tooth decay. It multiplies the search to break search the saliva. That is there to remove ferment

acids which may otherwise ferment and form acid.

Watch these effects for a few days. You will quickly see and feel them. Send for this 10-Day Tube. Note how clean the teeth feel after using. Watch the absence of the vicious film. See how teeth whiten as the film spots disappear. You will be amazed and delighted.

Cut out coupon now.

**Protect the Enamel**  
Pepsodent disintegrates, softens and removes the film which causes decay. It leaves the enamel clean and smooth. It is the only tooth paste which relieves tooth pain.

**Pepsodent**  
The New-Day Dentifrice  
Now advised by leading dentists the world over.

**10-Day Tube Free**  
THE PEPSODENT COMPANY  
Dept. 100, 1101 E. Wabash Ave., Chicago, Ill.  
Mail 10-Day Tube of Pepsodent to

Only good tube to be returned

## Using

# Extension Magazine

*The World's Greatest Catholic Monthly*  
*Member of the Audit Bureau of Circulations*

**ELLWOOD TANSEY, Advertising Manager**  
General Offices, 180 No. Wabash Avenue, Chicago

**Eastern Representatives**  
Lee & Williamson, 171 Madison Avenue, New York

**Western Representatives**  
Wheeler & Northrup, 140 So. Dearborn St., Chicago

**Pacific Coast Representatives**  
Henry De Clerque, Inc.  
55 New Montgomery Street, San Francisco, Calif.  
San Fernando Building, Los Angeles, Calif.

## NOVEMBER MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size		Pages	Lines
Review of Reviews.....	140	31,381	
Atlantic Monthly.....	138	31,068	
World's Work.....	122	27,455	
Harper's .....	100	22,552	
Scribner's .....	94	21,180	
Century .....	71	15,904	
Current Opinion.....	51	11,479	
Bookman .....	45	10,267	
St. Nicholas.....	33	7,392	
Our World.....	28	6,457	
Street & Smith Comb....	28	6,328	
Wide World.....	27	6,060	
Everybody's .....	26	5,959	
Munsey's .....	21	4,880	
Blue Book.....	15	3,489	

#### Flat Size

	Columns	Lines
American .....	358	51,309
Physical Culture.....	270	38,726
Red Book.....	215	30,861
True Story.....	213	30,483
Cosmopolitan .....	206	29,552
Photoplay .....	161	23,089
American Boy.....	103	20,600
Motion Picture Magazine	134	19,254
Hearst's International....	117	16,763
Sunset .....	115	16,515
Boys' Life.....	84	14,440
Success .....	89	12,867
Asia .....	81	11,664
Picture Play.....	77	11,108
Elks Magazine.....	66	10,206
Metropolitan .....	69	10,003
Boys' Magazine.....	46	7,845
McClure's .....	42	6,067

### WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	702	111,019
Ladies' Home Journal...	550	93,509
Good Housekeeping.....	465	66,629
Woman's Home Comp...	361	61,499
Pictorial Review.....	286	57,366
Harper's Bazar.....	333	56,113
McCall's .....	230	46,148
Delineator .....	181	30,819
Designer .....	154	26,201
Modern Priscilla.....	148	25,160
Hollands .....	116	22,210
People's Home Journal..	111	19,025
Woman's World.....	107	18,294

## "21 New"

The last three issues of Forbes contain 21 new advertising accounts. An average of 7 new ones per issue.

Most of these 21 are nationally known advertisers, many representing the keenest space buyers in the country.

General advertisers realize that Forbes has built a most important and productive circulation among the business executives who are the "invisible buyers." The "invisible buyers" are men who seldom have the time to see salesmen and yet whose decision is final.

We would like to tell you more about the reason for Forbes continuous growth both in advertising and circulation. May we have the opportunity?

Member of the A. B. C.

# FORBES

120 Fifth Avenue, New York

WALTER DREY, Vice-President

Western Manager:

Mr. H. S. Irving  
Peoples Gas Building  
Chicago, Ill.

Eastern Manager:

Mr. Frank H. Burns  
120 Fifth Avenue  
New York

# Pulling Power!

What gives

the New Haven Register's advertising columns such great "pulling power"?

Is it the respect and confidence of its readers?

Is it the purchasing power of its readers?

Is it the concentration of circulation within the city's trading zone?

Is it the overwhelming predominance of its circulation?

Or, is it the COMBINATION of these and other good qualities that

**produce Actual Results even far greater in proportion than its overwhelming circulation preponderance would indicate?**

With double the circulation the Register often produces from Four to Ten times as many Actual Results.

More than 37,000 people every night now BUY the Register.

## New Haven Register

**Largest Circulation in Connecticut's Largest City**

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

	Columns	Lines
Fashionable Dress.....	97	16,646
People's Popular Monthly	81	15,390
Child Life.....	90	12,922
Mother's-Home Life.....	62	10,911
Needlecraft .....	51	8,712
Today's Housewife.....	40	6,927
Mess. of Sacred Heart (Pg.)	25	5,663
Woman Citizen (2 Oct. is.)	20	3,024

### GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)....	567	95,328
House & Garden.....	505	79,846
Town & Country (2 is.)	420	70,661
Motor .....	309	51,912
Vanity Fair.....	324	51,245
Country Life.....	267	44,856
Radio News.....	260	38,264
System .....	251	35,992
Popular Mechanics (Pg.)	156	35,372
House Beautiful.....	216	33,363
Popular Science Monthly.	216	32,849
Arts & Decoration.....	173	29,064
Normal Instructor.....	162	27,639
Nation's Business.....	160	23,652
Radio .....	158	23,233
Field & Stream.....	139	19,931
Popular Radio (Pg.)....	88	19,817
Theatre .....	127	19,188
World Traveler.....	115	16,905
International Studio....	114	16,203
Science & Invention....	107	15,817
Scientific American....	91	15,550
Outdoor Life.....	99	14,159
National Sportsman....	98	14,075
Business .....	88	13,588
Motor Life.....	81	12,917
Outers' Recreation.....	86	12,337
Forest & Stream.....	75	10,731
Garden Magazine.....	59	9,226
Rotarian .....	57	8,265
Association Men .....	55	7,802
Extension Magazine....	40	6,880

### CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Oct. issues)	246	43,082
Canadian Home Journal.	165	28,925
Western Home Mon. (Oct.)	123	22,152
Everywoman's World....	76	13,470
Rod & Gun in Canada..	88	12,658
Canadian Magazine (Pg.)	41	9,408

### OCTOBER WEEKLIES

	Columns	Lines
October 1-7		
Saturday Evening Post	451	76,715
American Weekly.....	88	24,112
Literary Digest.....	134	20,374
Forbes .....	87	13,322
Argosy-All-Story (Pg.)	33	7,588



## What Would *Wanamaker* Have Said?

JOHN WANAMAKER gave the world many an inspiring message during his lifetime. We wonder what he would have said about Physical Culture Week (October 1st to October 11th) in the Wanamaker store in New York? Thousands of people attended Physical Culture meetings in the famous auditorium during that week; thousands of physical culture books and magazines were sold as a result of the interest created. Wanamaker's quality customers responded to Physical Culture's quality message! And it was all under the auspices of the Physical Culture Magazine.

## PHYSICAL CULTURE

1926 BROADWAY, NEW YORK

CHICAGO BOSTON SAN FRANCISCO SEATTLE LOS ANGELES

	Columns	Lines		Columns	Lines
Christian Herald.....	42	7,280	Argosy-All-Story (Pg.)	13	2,904
Life .....	47	6,817	Judge .....	17	2,557
Radio Digest.....	31	5,932	New Republic.....	15	2,205
Outlook .....	41	5,908	Nation .....	15	2,205
Collier's .....	33	5,682	American Legion W'kly	14	2,144
American Legion W'kly	35	5,049	Churchman .....	14	2,031
Woman's Weekly.....	22	4,016	Woman's Weekly.....	9	1,655
Judge .....	26	3,842	Youth's Companion....	8	1,412
Youth's Companion....	21	3,570	<b>October 29-31</b>	<b>Columns</b>	<b>Lines</b>
Independent .....	15	2,274	Outlook .....	48	6,990
New Republic.....	14	2,184	New Republic.....	16	2,495
Churchman .....	14	2,069	Nation .....	13	2,010
Nation .....	9	1,335	<b>Totals for October</b>	<b>Columns</b>	<b>Lines</b>
<b>October 8-14</b>	<b>Columns</b>	<b>Lines</b>	Saturday Evening Post	1,698	288,694
Saturday Evening Post	464	78,906	American Weekly.....	325	89,242
American Weekly.....	85	23,482	Literary Digest.....	469	71,412
Literary Digest.....	144	21,995	Outlook .....	215	30,880
Nation .....	56	7,951	Collier's .....	145	24,652
Outlook .....	54	7,768	Radio Digest.....	130	24,476
Forbes .....	49	7,554	Forbes .....	137	20,876
Radio Digest.....	32	6,060	Christian Herald.....	119	20,369
American Legion W'kly	38	5,547	Life .....	130	18,825
Christian Herald.....	32	5,540	Argosy-All-Story (Pg.)	83	18,654
Argosy-All-Story (Pg.)	19	4,438	American Legion W'kly	115	16,588
Independent .....	30	4,419	Nation .....	109	15,391
Youth's Companion....	25	4,363	Judge .....	88	12,703
Life .....	30	4,351	New Republic.....	81	12,035
Collier's .....	25	4,250	Independent .....	79	11,357
Judge .....	20	2,938	Youth's Companion....	66	11,294
Woman's Weekly.....	11	2,144	Woman's Weekly.....	59	10,666
New Republic.....	14	2,064	Churchman .....	54	7,600
Churchman .....	12	1,764	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>		
<b>October 15-21</b>	<b>Columns</b>	<b>Lines</b>		<b>Columns</b>	<b>Lines</b>
Saturday Evening Post	378	64,350	1. Vogue (2 issues)....	702	111,019
American Weekly.....	82	22,569	2. The Spur (2 issues)..	567	95,328
Literary Digest.....	118	17,989	3. Ladies' Home Journal	550	93,509
Collier's .....	50	8,600	4. House & Garden....	505	79,846
Radio Digest.....	33	6,174	5. Town & Country (2 is.)	420	70,661
Outlook .....	37	5,336	6. Good Housekeeping...	465	66,629
Life .....	32	4,615	7. Woman's Home Com.	361	61,499
American Legion W'kly	26	3,848	8. Pictorial Review....	286	57,366
Argosy-All-Story (Pg.)	16	3,724	9. Harper's Bazar.....	333	56,113
Judge .....	23	3,366	10. Motor .....	309	51,912
New Republic.....	21	3,087	11. American .....	358	51,309
Woman's Weekly.....	15	2,851	12. Vanity Fair.....	324	51,245
Christian Herald.....	16	2,841	13. McCall's .....	230	46,148
Youth's Companion....	11	1,940	14. Country Life.....	267	44,856
Nation .....	13	1,890	15. Maclean's (2 Oct. is.)	246	43,082
Churchman .....	12	1,735	16. Physical Culture....	270	38,726
Independent .....	11	1,602	17. Radio News.....	260	38,264
<b>October 22-28</b>	<b>Columns</b>	<b>Lines</b>	18. System .....	251	35,992
Saturday Evening Post	404	68,723	19. Pop. Mechanics (Pg.)	156	35,372
American Weekly.....	69	19,079	20. House Beautiful....	216	33,363
Literary Digest.....	72	11,054	21. Pop. Science Monthly	216	32,849
Radio Digest.....	33	6,310	22. Rev. of Reviews (Pg.)	140	31,381
Collier's .....	36	6,120	23. Atlantic Mon. (Pg.)..	138	31,068
Outlook .....	34	4,878	24. Red Book.....	215	30,861
Christian Herald.....	27	4,708	25. Delineator .....	181	30,819
Independent .....	21	3,062			
Life .....	21	3,042			

A PROMINENT editor recently remarked to Dr. Frank Crane:

"We are always delighted, all the rest of us editors, when the seal of approval is put on something we have published by its re-appearance in CURRENT OPINION. We know that we've produced something tall enough to be called full grown when it's entitled to a place in your magazine."

*100,000 Net Paid Guaranteed*

# CURRENT OPINION

RAYMOND A. BABCOCK

*Advertising Manager*

50 West 47th Street  
NEW YORK

30 N. Michigan Blvd.  
CHICAGO

# FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

## GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
Maclean's (2 Oct. issues).....	43,082	38,767	38,202	63,127	183,178
American .....	51,309	36,210	29,604	62,514	179,637
Red Book .....	30,861	29,970	26,748	42,027	129,606
Physical Culture .....	38,726	33,991	28,023	27,910	128,650
Review of Reviews.....	31,381	34,138	25,223	37,150	127,892
Atlantic Monthly .....	31,068	29,553	26,957	34,552	122,130
World's Work .....	27,455	29,120	24,609	37,462	118,646
Cosmopolitan .....	29,582	21,705	17,387	32,960	101,604
Harper's .....	22,552	21,168	19,248	26,544	89,512
Photoplay .....	23,089	19,400	19,068	24,418	85,975
Scribner's .....	21,180	18,738	16,548	27,888	84,354
American Boy .....	20,600	19,800	15,193	27,337	82,930
Motion Picture Magazine....	19,254	15,875	13,752	20,039	68,920
Sunset .....	16,515	12,804	15,331	24,176	68,826
Century .....	15,904	14,056	12,334	21,406	63,700
Metropolitan .....	*10,003	*15,442	9,817	25,637	60,899
Boys' Life .....	14,440	10,951	11,500	19,267	56,158
Hearst's International .....	*16,763	*10,498	7,952	19,193	54,406
Current Opinion .....	11,479	10,967	7,322	9,408	39,176
Boys' Magazine .....	7,845	9,686	7,854	9,521	34,906
St. Nicholas .....	7,392	6,384	6,678	10,192	30,646
McClure's .....	*6,067	*7,692	8	16,725	*30,484
Everybody's .....	*5,959	*3,438	*3,191	11,509	24,097
Munsey's .....	4,880	3,864	4,704	9,408	22,856

\*New size. ‡Not published. 507,356 454,217 387,245 640,370 1,989,188

	1923	1922	1921	1920	Totals
‡Three-year total.	507,356	454,217	387,245	640,370	1,989,188
WOMEN'S MAGAZINES					
Vogue (2 issues).....	111,019	100,160	72,751	127,149	411,079
Ladies' Home Journal.....	*93,509	*84,809	*66,336	96,771	341,425
Good Housekeeping .....	66,629	54,996	28,343	63,684	223,652
Harper's Bazar .....	56,113	54,891	40,644	64,258	215,906
Pictorial Review .....	57,366	50,058	29,580	72,875	209,879
Woman's Home Companion...	*61,499	*44,918	*33,830	65,127	205,374
Delineator .....	*30,819	*30,229	*24,254	57,189	142,491
McCall's .....	46,148	34,870	20,743	32,070	133,831
‡Designer & Woman's Mag...	*26,203	*24,263	*19,082	44,776	114,324
Modern Priscilla .....	25,160	25,675	19,328	25,272	95,435
People's Home Journal.....	*19,025	*17,745	*14,620	24,560	75,950
Woman's World .....	18,294	14,021	12,561	16,923	61,799
People's Popular Monthly....	15,390	13,066	11,417	13,838	53,711
Needlecraft .....	*8,712	*11,390	*10,114	12,285	42,501
Mother's Home Life .....	*10,911	*8,663	5,018	15,980	40,572
Today's Housewife .....	*6,927	*6,667	8,307	8,151	30,052

\*New size. †Two magazines now combined. 653,724 576,421 426,928 740,908 2,397,981

	1923	1922	1921	1920	Totals
CLASS MAGAZINES					
Town & Country.....	*70,661	*64,278	*57,082	*79,332	271,353
House & Garden.....	79,846	60,382	28,640	37,087	205,955
Vanity Fair .....	51,245	43,060	31,174	52,534	178,013
System .....	35,992	34,412	34,722	56,228	161,354
Popular Mechanics .....	35,372	36,680	38,922	50,228	161,202
Country Life .....	44,856	36,288	32,171	38,304	151,619
Popular Science Monthly....	32,849	26,789	18,494	25,240	103,372
House Beautiful .....	33,363	26,436	16,320	18,441	94,560
Science & Invention .....	15,817	20,173	21,974	23,464	81,428
Nation's Business .....	23,652	17,833	8,820	23,667	73,972
Field & Stream.....	19,931	19,332	17,496	15,941	72,700
Theatre .....	*19,188	*14,469	*15,434	21,474	70,565
Scientific American .....	15,550	11,196	10,096	12,601	63,643
National Sportsman .....	14,075	16,478	12,057	13,067	55,677
Outdoor Life .....	14,159	13,272	11,035	9,649	48,115
Outers' Recreation .....	12,337	12,166	10,256	8,443	43,202
Forest & Stream.....	10,731	8,903	7,646	8,121	35,401

\*New size. ‡Two issues. 529,624 462,147 372,339 508,021 1,872,131

	1923	1922	1921	1920	Totals
‡Three weekly issues. †Five weekly issues.	529,624	462,147	372,339	508,021	1,872,131
WEEKLIES (4 October Issues)					
Saturday Evening Post.....	288,694	249,037	*214,103	*358,787	1,110,621
Literary Digest .....	71,412	61,177	*59,988	*155,928	348,505
American Weekly .....	89,242	*47,730	*61,361	*54,656	252,989
Collier's .....	24,652	16,179	*14,422	*66,746	121,999
Outlook .....	30,880	22,005	26,530	31,730	111,145
Christian Herald .....	20,369	22,003	*20,693	*38,405	101,470
Life .....	18,825	16,007	13,405	30,417	78,654
Judge .....	12,703	10,889	*4,745	*10,941	39,278

\*Five issues. 556,777 445,027 415,247 747,610 2,164,661

GRAND TOTALS..2,247,481 1,937,812 1,601,759 2,636,909 8,423,961



# The Day of the Advertisement

By EDWARD W. BOK

This article which appeared in The Atlantic Monthly for October, has been reprinted in booklet form containing also the complete details of The Harvard Advertising Awards, founded by Mr. Bok.

Requests for the booklet necessitated a second printing and another edition is now on the press. Many agencies have asked for quantities for their own use.

Perhaps you did not know that the article and the details of the awards are available in this convenient form. We will be glad to send you any number you can use—just for the asking.

## The Atlantic Monthly

8 Arlington Street

Boston, Mass.

*The Atlantic Monthly is One of The Quality Group*

# The Little Schoolmaster's Classroom

THE Averages are a great family. Perhaps no other group has been called upon to answer so many sales objections or to prove so many hard-to-prove arguments as the Average family, and because of this their authority often does not carry the weight that it might.

The Estate Stove Company, which manufactures, among other things, an electric range has met with the objection that electric ranges mean high operating costs. This is a serious objection, and the method used by the company to answer it is worthy of the attention of every member of the Class who has met the same objection in some form or other. It shows how the Averages can be given back their pristine authority.

The company has prepared a folder which gives the results of an investigation made in Columbia City, Indiana. Twenty-three typical families were chosen, and their electric cooking expenses for the year tabulated.

\* \* \*

The results of this investigation are shown on a table which gives the name of the head of such family; his occupation; electrical appliances in his house; number of persons in his family; cost of electricity for each month of the chosen year; total cost for the year; average cost per month; average cost per person; average kilowatt hour per month, and average kilowatt hour per person.

Instead of calling these families Average the company has called them Miller, Murphy, Barnhill, Weick, Peabody, Diffendarfer, etc., their real names. It also lists their occupations. Some of these are deliveryman, foundryman, tower operator, banker, retired farmer, physician, salesman, and butcher.

The result is a table that, as the saying goes, bristles with facts, and they are facts with a human-

interest touch. The prospect doesn't have to depend upon the doings of the Averages, but on the testimony of the Millers and the Murphys. He knows that he isn't dealing with guesses, with figures worked out in the brain of a worshiper at the shrine of the God of Things as They Ought to Be.

The Schoolmaster suggests the Estate folder with its table as an admirable example of how the Averages can be pulled out from behind their mask of anonymity and their experiences given the ring of truth which is so important in meeting the discouraging sales objection.

\* \* \*

The Schoolmaster has long watched with interest, not a little tintured with dismay, the growth of the service idea among both manufacturers and retailers. It is true that the consumer has a right to expect a certain amount of service along with the products he buys, especially where those products are of the kind that require some attention.

Unfortunately in some instances the service idea has grown into a monster that destroys profits and then calls for more. The only solution is to add to the selling price, and this means a loss of sales that sometimes counterbalances the added gross profit.

\* \* \*

Manufacturers and retailers have recognized this discouraging fact, but have found themselves in an uncomfortable predicament. If they curtail service they lose the good-will of consumers. If they don't curtail service they cut into their profits.

The Schoolmaster is a great believer in service despite his observations to the contrary. However, he feels that in some lines service should be slightly curtailed, and for this reason the solution offered by the Standard Furniture

## Old Friends:

These are a few of the names and trade marks that appear in School Books. They are making a never-to-be-forgotten impression on millions of children. Establishing themselves as the friends of today and the "old friends" of tomorrow.



### JELL-O

"America's Most Famous Dessert"



### Postum for Health

"There's a Reason"

H. J. HEINZ COMPANY  
57 Varieties



### Keds

Trademark Reg. U. S. Pat. Off.



Let us send you an outline of how School Books are being used by food products, toilet articles, toys, children's wearing apparel, books, school supplies or whatever you are interested in.

### EDUCATIONAL ADVERTISING CO., INC.

Exclusive Representatives of School Book Publishers

1018 So. Wabash Ave.  
CHICAGO

1133 Broadway  
NEW YORK



## You need this lettering device

—if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

### The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

**VIZAGRAPH Company**  
949 Broadway, New York City

### EXPERIENCED WOMAN

who has had eight years' experience as editor of women's periodicals besides several years experience in house organ editing and research work, wants to connect with live publication. University graduate. Experienced in handling text and illustration, lay-out and make-up.

Just finished a publicity assignment and looking for a permanent connection with periodical or publicity organization. Chicago District preferred.

Address "M," Box 42, Printers' Ink, Illinois Merchants Bank Bldg., Chicago

### EVENING HERALD

Los Angeles, Cal.

### Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1921.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation.....	20,347

### It Covers the Field Completely

Representatives:

H. W. Moloney, 601 Times Bldg., New York  
G. Logan Payne Co., 101 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

Company of Seattle has for him an unusual interest.

This company found that in selling phonograph records it was giving its customers too much service. A number of trained clerks was in constant attendance, although the sales per clerk were surprisingly low. The reason for this small sales volume was that customers wanted to hear a great many records but desired to buy few.

\* \* \*

So the Standard company has worked out a plan whereby it has been able to cut down its sales force and at the same time get a more equitable profit. To put over this idea it has called advertising to its aid, making curtailment of service a bid for more business.

At the Standard store the customer, instead of being attended by a clerk, now calls at a counter for a record, or a lot of records, and tries them out himself, buying those he likes and returning to the counter those he does not care for. The plan is working excellently. The store calls it a "Phoneteria," and is taking steps to protect the name.

But here is where advertising comes into the story, and comes in strong. Instead of apologizing for the curtailment of service, the Standard people bragged about it in large space, heralding it as a distinct advance in merchandising of phonograph records. None of this sort of thing: "I am sorry, madam, but we do not demonstrate phonograph records," but rather:

### Mail Order Advertising Assistant Wanted

Old-established, highly rated, growing jewelry concern wants a thoroughly experienced advertising man who is capable of performing the following duties: Originate mail-order advertising layouts, write the copy, buy the art work, purchase the engravings, place the advertisements, etc. On direct advertising must originate strong sales literature and follow through into the mails. Sell yourself in your answer, giving all details, and send samples of similar work. State age, experience and salary desired. Address "E," Box 36, Printers' Ink

## He *knows* printing

His ambition will soon make him available for engagement by some large agency or printing plant. His understanding of printing and lithographic processes is complete. He has spent his commercial life in the composing rooms, press rooms and at executive desks of printing houses.

Fine work is second nature with him. Quantity production is an open book. He is thirty-eight years old. Address "K," Box 40, care of PRINTERS' INK.

## American Lumberman

Published in CHICAGO

Member  
A. B. C.

**READ** wherever  
Lumber  
is cut or sold.

### A Capable Sales Manager seeks a new connection

Four years' successful experience as General Sales and Advertising Manager for one of the best-known national selling specialties.

Four years directing part of the national sales and assisting in the direction of all of the sales of one of the largest manufacturers in America.

With the above outlined experience, he is anxious to take complete charge of sales and advertising for a slightly smaller manufacturer where there is sufficient opportunity for advancement. Interviews are solicited.

Address "B," Box 33, Care of  
Printers' Ink

### SALESMAN WANTED

Advertising man about thirty years of age, who has working knowledge of good printing. Must have forceful personality, High School education, or better, with a fluent command of good English. As contact man with national advertisers and department store executives.

Would work mostly on appointments and should be capable of developing assistants and directing Sales Department. Position permanent. Excellent present and future as your salary will only be limited by your ability and performance. Give outline of experience and qualifications together with references which will be held in strict confidence until released by you through personal interview. Address P. O. Box 272, Rock Island, Illinois.

"Yes, madam, you are welcome to try for yourself any number of records. What may I get for you?"

Without advertising, there would have been endless explaining; with advertising the explaining was done in advance and a curtailment of service served as an argument for business.

\* \* \*

Giving the names of the two manufacturers and showing the advertisements would make this incident read better. But the man who told it to the Schoolmaster imposed secrecy, so it will have to be passed along to the Class anonymously.

There were two manufacturers in a New England city who were in the habit of taking lunch with each other about once a week for the purpose of swapping ideas and comparing notes. They were old friends. They made non-competing products sold to the hardware trade. One was a consistent advertiser, the other was not. At one of their luncheon engagements they discussed the subject of side-lines for salesmen.

Good men in both sales forces had the side-line habit. A salesman had recently been let go by one of the manufacturers because he was taking orders for a gum-vending machine on the side. It was against the house policy, so

### Publisher's Representative

Man with many years' experience as a special advertising representative in New York and New England desires to represent either a small select list of papers, one or two large Western papers, or magazines, in above territory. Most excellent references given as to ability and character. Will work on a salary basis or on commission with a drawing account. Address "T," Box 46, care Printers' Ink.

# "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

## **WANTED— A High grade man who can sell Agency Service**

**H**E will have behind him a middle-western agency fifteen years old, with a personnel and financial standing that will interest national advertisers of first magnitude.

The agency is fully recognized, a Four A member, and is now handling a number of conspicuous national accounts which it has had for periods ranging from 4 to 10 years.

A man who has demonstrated his ability to sell agency service to national advertisers can secure a stock interest and almost write his own ticket.

The agency is not seeking vest-pocket accounts. It is seeking sales ability that is on a par with the service it has to offer. The connection is available at once.

**Box 48  
PRINTER'S INK**

**A PROGRESSIVE AGENCY**

aiding in Merchandising

**A NATIONAL DISTRIBUTOR**

needing new sales blood can spend an interesting half hour with this man. He has marketed successfully food and allied Specialty Products through retail and wholesale channels—from the ground up. Five years substantial experience with two national advertisers as executive building salesmen and sales volume in all markets East of Chicago. Not a spellbinder but an honest hard working thinker who wishes to grow. Thirty, married, aggressive and energetic. Available immediately and willing to locate anywhere. Will fit in well with an organization where co-operation really exists. Address "S," Box 45, care PRINTERS' INK.

**Trade Promotion Man**

Skilled in mass selling, and industrial and trade promotion and organization work; intimate knowledge all parts of the United States, extensively traveled in European countries; can be secured on or shortly before January 1.

Constructive imagination, analytical mind, good executive ability.

Particularly adapted for roving work in a large corporation, either in the United States or abroad, or both. Especially familiar with automotive and textile conditions in the British Isles. Salary, \$15,000.

Address "X," Box 31, Care of Printers' Ink

he was fired. Both manufacturers agreed that it cost the house at least \$1,000 in lost business and wasted expense money to have a man fall down on the road, and that the division of interest due to side-lines was one of the causes for expensive failures. The sideline, often sold to totally unrelated retail distribution, dissipated salesmen's energy and caused them to neglect their bread-and-butter line. One of the manufacturers had a product where big sales come in the late spring and early summer, the other's peak sales were in October to January.

**Copywriter and House Organ Editor**

Experienced advertising assistant, now editing house-organ for large oil company, desires opportunity in advertising department or an agency. Thoroughly versed in sales promotion. Knows layout, and can buy printing and engravings. Age 25. University graduate; newspaper experience. Available because present employers are moving offices west. Address "R," Box 44, Printers' Ink.

**\$25 REWARD**

A copy of Batten's Wedge, Vol. 1, No. 1, disappeared from our booth at the Direct Mail Convention. It was our file copy and was probably carried away by someone who did not know its value to us. \$25 reward will be cheerfully paid for its return.

GEORGE BATTEN COMPANY  
383 Madison Avenue, New York City

**Two Hundred Thousand**

women and girls living in small towns and cities throughout the United States—probable Mail Order Buyers secured by our local representatives. An unusual List, recently compiled. Now names daily. \$10 per M—special rate for over 50,000, and for rental.

Send for Mailing List Data Sheet  
SAMPSON & MURDOCK COMPANY,  
247 Summer Street Boston



**CANADIAN ADVERTISING**  
**CALL IN**  
**SMITH, DENNE & MOORE**  
LIMITED.  
TORONTO Lumsden Bldg. MONTREAL 275 Craig St W



# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**ADDRESSOGRAPH** for sale, model F2, ribbon print; used only 8 months; first-class condition; cost \$360, sale price \$190. W. J. Ellis, 1114 Sansom St., Philadelphia, Pa.

**Jingles, Poems and Parodies** for every purpose; also feature and ad stunts for publishers, printers and solicitors. Write for samples and details. "C. L. A.," Box 431, Oelwein, Iowa.

We are desirous of securing verses for Christmas, Valentine and Easter cards, also General Greetings. Good price paid for accepted verses. Quality Art Novelty Co., Inc., 18 W. 18th St., N. Y.

**TRADE PAPER WANTED**—The advertiser is seeking to purchase a trade paper published in New York or that can be published from New York. Give complete information. Box 323, P. I.

### Copy Man and Artist

Advertising agency, Fourth Avenue, has attractive office space with good light and every convenience for a copy man, a layout man, and an artist. Part-time work accepted to cover rental. Stuyvesant 6721.

### AN OPPORTUNITY

An established, progressive trade paper seeks the services of a man to take complete charge of the "building up" and sales promotion. Both an investment of five hundred to one thousand dollars and personal services required. Box 324, Printers' Ink.

### TRADE PUBLISHERS

Eastern Representative wants another paper. Has a New York office and travels New York and Eastern territory. The paper, now represented by him, is the leader in its field. Would like a good teammate for his present paper. Box 344, Printers' Ink.

## Western Publishers

seeking advertising representative for New York and the East for a magazine in good standing can connect with well-known representative who is successfully selling the Western territory to Eastern national advertisers and agencies. Address Box 312, Printers' Ink.

**SURELY YOU'VE HEARD OF THE LETTERS AND SELLING COPY WRITTEN BY THE FOLKS ON GOSPEL HILL, IN MARION, OHIO?**

Linotype school, 22 linotypes. Largest, leading school. Established 17 years. Nearly \$50,000 spent advertising school. \$25,000 (price 5 new linotypes), easy terms. Ideal young man seeking suitable business. \$1,000 commission if you sell it. Lexington 4585. Box 318, P. I.

### FOR SALE

Lock-up table, steel top. Size 40x48, wood stand with drawer; excellent condition. Price \$50 if purchased at once. The Mervel Corporation, 282 East Third St., Mount Vernon, N. Y. Phone Hillcrest 5851.

### HELP WANTED

**Live Specialty Salesmen** to sell community advertising proposition. Exclusive territory. Commission basis. Large profits can be made by those starting immediately. W. Thos. Watson & Co., Bridgeport, Conn.

**Circulation Manager** (man or woman) for young, high-class publication with great possibilities. Only those following the highest ideals in business would be interested. Give full particulars. Box 341, Printers' Ink.

**Advertising representatives** wanted for old-established tobacco paper. Publishers' representatives or men connected with agencies preferred. Liberal arrangement. The Retail Tobaccoist, 117 W. 61st St., New York City.

### SOLICITOR WANTED

For the man who is sure he can sell unusual agency service there is an interesting opening in a New York agency. A partnership interest without investment to the right man. Box 345, P. I.

**ADVERTISING SALESMAN WANTED**  
One who can take on a profitable Side Line, to sell an Ice Cream Advertising Service to the trade. Good proposition—well advertised—liberal commissions. Write

**KUNSMAN AD. SERVICE**  
528 Washington St. Reading, Pa.

### PRINTING EXECUTIVE

One of the best-equipped printing organizations in Western Pennsylvania, specializing in high-grade Direct Advertising work, is in the market for a General Manager, who by experience, is a combination practical printer, estimator, production man, and last, but not least, a business executive.

The position this man will occupy is of sufficient importance to warrant his naming his own salary, and to secure an interest in the business.

Address Box 313, Printers' Ink.

**Salesman**—High-powered producer to travel, experienced in advertising, selling our cut services to newspapers and retailers. Choice territory open. Liberal drawing account. Knickerbocker Illustrated Services, 1476 Broadway.

**Leading daily newspaper** in Washington, D. C., has opening for experienced advertising solicitor. In your answer give age, experience you have had, previous salary earned and other particulars regarding yourself. This position is permanent with opportunity for advancement. Box 322, Printers' Ink.

**Circulation**—I want a live-wire assistant who knows something about circulation, can prepare printed matter, handle correspondence and grow into job of circulation manager of two rural magazines. Tell me all about yourself and what you expect as salary. Congenial surroundings, one hour from Detroit. Geo. M. Slocum, Mt. Clemens, Mich.

**Wanted—A Technical Copy Writer**  
We have the makings of a good job for a man who loves to write and knows something about technical stuff (machinery). Our product is certainly technical, but not difficult to understand. We want a man who can write, and write, and write. It's a Philadelphia job and it starts at \$3,000. Mail full details to Box 784, Motorship, 27 Pearl Street, New York City.

**For the eye** of some ambitious advertising salesman, who knows his earning powers far outstrip his present cramped territory. Our second best territory is open. Our magazine, 17 years old, occupies a key position in an important field. Make no mistake—it calls for sales ability of the highest order. We seek a man eager for the big chance, able and willing to meet us at least quarter way to prove eligibility for this life berth. Box 329, Printers' Ink.

### PRINTING SALESMAN BECOME AN OWNER WITHOUT INVESTING

If you control at least \$50,000 worth of the better grade of printing a year, here is an exceptional opportunity to clinch your future!

To such a man, who is honest and sincere, the owner of a modern and successful printing plant, equipped with 3 cylinders, 3 Kellys, complete bindery, linotyping and a large composing room, will give, in addition to the regular commission, an interest in the plant which will draw profits on the gross business. No cash investment. Your reply will be held in strict confidence. Box 339, Printers' Ink.

## Partner Wanted

Young established New York agency, exceptionally well equipped to do exceptionally fine work, seeks high-calibered man as partner. Must be able to invest capital or prove ability to develop new business. Might consider uniting this agency with another. Box 346, Printers' Ink.

**There's a clothing store** in a city three hours from New York that has made great headway because its advertising has been sparkling and original. We are now seeking a man with or without a great deal of advertising experience, with a genius for writing, to act as understudy for a short time with the object ultimately of assuming full charge of the publicity department. There's a wonderful future in prospect for the right man. Submit specimens with your application to Box 331, Printers' Ink.

**Advertising Agency Man Wanted**  
Unusual opportunity for an experienced solicitor who possesses a comprehensive understanding of advertising agency service, familiar with Chicago accounts, particularly those using direct-mail service. This proposition will appeal to the man who is now making good but wants to get placed right with a progressive, firmly-established concern. Make appointments by phone or letter. Simmonds & Simmonds, 422 S. Dearborn Street, Chicago.

### ASSISTANT TO PRESIDENT WANTED

New York agency wants college man—Phi Beta Kappa preferred—25 to 30 years old. Essential qualification—ability to write and plan magazine and newspaper advertising and proofs of having done it. Long experience not essential if the ability is present. This job needs brilliance, originality, honesty, ability to handle detail, sales instinct, and a flair for writing. It involves long hours and hard work. Start at \$50 weekly. Plenty of chance for advancement. Sell yourself in your letter if you meet all these requirements. Box 333, Printers' Ink.

### POSITIONS WANTED

**Advertising, house-organ or publicity** position desired by young woman, college graduate, 5 years' experience. Philadelphia or New York. Address Box 315, Printers' Ink.

**A Free Lance Artist** wants a steady income. General commercial and fashion experience. Snappy borders and lettering. What's your proposition? Box 317, Printers' Ink.

**Experienced advertising and copy writer, salesman and sales correspondent** desires to change. Position offering opportunity for creative writing the big incentive. Box 325, Printers' Ink.

**Young lady, four years' experience** in subscription work, capable of taking charge of department, would like position in publishing house. Best reference furnished. Address Box 321, Printers' Ink.

### DIRECT-MAIL ADVERTISING

Young woman, three years' experience. Can plan campaign, broadsides, form letters and follow-ups. Good education, original ideas. Box 320, Printers' Ink.

### Male Stenographer Correspondent

Writes human-interest copy. Contributed to P. I., A. & S. and National Advertising. Will go anywhere where loyalty and creative ability win promotion. P. O. Box 46, Morseme, N. J.

**Young man**, 26, college trained, two years' publishing experience; writes well. Will accept a position promising opportunity at any salary. Address Box 340, Printers' Ink.

#### ARTIST

**Young man** wishes position. Experienced at SHARP lettering, embossing and design for labels, trade-marks, etc. Box 338, Printers' Ink.

**Young Woman** with ideas, able to visualize, merchandise, plan and write copy, turn out booklets. Six years' successful experience in connection with newspaper work. Box 332, Printers' Ink.

#### I'M A \$4,000 MAN

but THE Girl spurs me on to bigger potentialities. Formerly advertising manager, sales manager, agency executive; college graduate. Box 328, P. I.

### Secretary—Stenographer

College training, twelve years' publishing, advertising experience; correspondent, capable assistant. Box 337, P. I.

#### Sales and Advertising Manager

**Young man**, 29, at present advertising manager for large manufacturer of machinery. Salary \$3,500. Can offer best of references. Any location considered. Box 342, Printers' Ink.

#### MAIL-ORDER EXECUTIVE

Expert on sales, sales promotion and collections. Good advertising copy. Knowledge accounting and credits. Desires suitable connection. \$4,000 to start. Box 319, Printers' Ink.

**ADVERTISING SALESMAN** with broad and thorough experience; capable, reliable worker; wide acquaintance advertisers generally and agencies New York and Eastern territory, desires to change, seeks opening and opportunity; highest references. Box 327, Printers' Ink.

#### PRINTING EXECUTIVE

wants connection, either as foreman, superintendent or general manager, with an up-to-date, well-equipped typographic plant doing a high grade of advertising composition; capable, efficient and at present employed. Box 336, P. I.

#### \$100 MONTHLY

#### ADVERTISING SERVICE

provides complete copy and layout and relieves you of magazine and newspaper advertising and direct-by-mail printing. Wholesale and retail angles.

Box P, 2001 Candler Building, New York.

### Your Good Man Friday

**Young man**, 21, full of vim, vigor and ambition; five years' varied advertising agency experience; now employed; ready to dig in and help busy executive; thinks more of FUTURE than initial salary. Box 316, Printers' Ink.

### SALES RESEARCH FOR MANUFACTURERS

Market investigations and sales promotion. Long experience in sales research and advertising. Box 335, Printers' Ink.

### WE CONNECT THE WIRES

#### OVER TWENTY YEARS

we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercantile and manufacturing concerns. Registration free; no charge to employers.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

**MAIL ORDER FOLLOW-UP SPECIALIST** offers part time to manufacturers and jobbers. Abundant ideas for selling. 12 years' experience in diversified lines. Modest compensation. Box 311, Printers' Ink.

#### TYPOGRAPHER

Well employed  
wishes executive art position.  
Samples

Box 343, Printers' Ink

### 8,000 DOLLARS TO SEE MY WIFE MORE OFTEN

Here is a man who earns upwards of twelve thousand a year, selling a service on the road. He is willing to sacrifice half that income in order to start with a worth-while organization that can use a man of unusual selling ability in the metropolitan district. Have him call and look him over. Box 314, P. I.

#### SALES PROMOTION MANAGER.

**Young man**, 24, who has in the past six years successfully promoted the sale of varnishes, textiles and building materials, seeks connection with manufacturer or agency. Good writer of sales letters and technical and trade paper copy. Has purchased art work, engravings and space. Salary requirements reasonable. If your organization needs such a man address Box 326, Printers' Ink.

#### WRITER-EDITOR

#### COPY THAT CONVINCES

Schooled in newspaper work. Now writing house-organ and sales-promotion material under leading executive. Combines quality writing with quantity production. Appreciated in present position and can stay. Married, 31. **DESIRES PERMANENT MIDDLE-WEST CONNECTION.** Address Box 330, Printers' Ink.

### Boston Representative

Advertising salesman with four years' publishing experience will get Boston advertising for papers published elsewhere on nominal salary—and commission basis. Box 334, Printers' Ink.

# Table of Contents

NEW YORK, November 8, 1923

Winning Back Customers Lost by the Credit Department.....	<i>Ed Wolf</i>	3
Senator Curtis Explains His Proposed Tax on Advertising.....		10
Effabee Campaign Gets Sales by Helping Parents Buy Toys.....	<i>C. B. Larrabee</i>	17
Getting Real Help from the Wholesaler.....	<i>Frank L. Scott</i>	25
Litigation of Vital Importance to Business That Supreme Court Will Decide.....	<i>John F. Richter, Jr.</i>	33
Full-Page Newspaper Advertising to Reach One Prospect.....		49
Napanee's Flying Squadron of Resale Men.....	<i>August Beiden</i>	52
Making Use of Aristocracy in the Layout.....	<i>W. Livingston Larned</i>	69
How the Federal Trade Commission Curbs False Advertising.....		78
Lucky Strike Advertises New Sampling Idea.....		99
The Ungloved Hand Becomes an Advertising Target.....		108
How Distribution Costs Can Be Lowered through Warehousing.....	<i>James True</i>	113
Rules for Employees That Improve Harmony and Increase Efficiency.....		121
The Great American Cupboard.....	<i>David N. Walker, Jr.</i>	132
A Popular Discussion of the Economics of Advertising....	<i>James H. Collins</i>	145
Is Department-Store Copy Due for a Change?.....		165
Supplying Salesmen with a "Who's Who" in the Prospect Family.....	<i>W. H. Heath</i>	177
Editorials .....		186
Getting Purchasing Power Statistics—The Stockholder's Trade-Mark— New Models as Advertising Substitutes?		
Summary of Advertising in Magazines for November.....		193
"Printers' Ink's" Four-Year Record of November Advertising.....		198
The Little Schoolmaster's Classroom.....		200



**You can't  
drive a nail  
with a Sponge**

**Outdoor Advertising**  
-is the Sledge Hammer that  
*Drives Home Your Selling Message*

**Thos. Cusack Co.**

**CHICAGO**  
Harrison, Loomis and  
Congress Sts.

**NEW YORK**  
Broadway and 5th Ave.  
at 25th Street

*Branches in 49 Principal Cities*

# Business is as good as we make it!

1. *Wheat is NOT king.*
2. *High wages are better than cheap labor.*
3. *Europe can't wreck our prosperity.*
4. *Only our own politicians can hurt us.*
5. *This is the day of opportunity.*

ABOVE are the titles of five full page advertisements through which The Chicago Tribune conveyed to the business world its interpretation of business conditions. It is a common human trait for men to imagine that others are more fortunate than they. Today we have the extraordinary phenomenon of vast numbers of men with the opposite sort of illusion. Each one admits that his own business is good, but fears that he is about to be injured by the contagious influence of other men's misfortunes. To hold some of these bugbears to the light is the purpose of this series of advertisements which will be mailed free to any selling organization if requested on business stationery.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.  
New York City

Tribune Bldg.  
Chicago

Haus Bldg.  
Los Angeles

